



# Beer Can Collectors NEWS REPORT



The BCCA's Bi-Monthly Publication Vol. 11, No. 5 Sept.-Oct. 1981



## THE BEER THAT MADE MADISON FAMOUS



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## Conducting business

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Bob Dean #1254	Houston, Tex.	September 1981
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Rick Saa #10450	Tampa, Fla.	September 1981
Harry Kelthline #23	St. Louis, Mo.	September 1982
Dick Johnson #9492	Westmont, Ill.	September 1982
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Will Hartlep #3109	Pittsburgh, Pa.	September 1982
Dick Adamowicz #344	Toledo, Oh.	September 1982

#### PAST PRESIDENT

Kit Hall #166	Ferguson, Mo.	September 1981
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Convention Chairman	Ron Jones #1236	Elk Grove Vig., Ill.
Can-Tote Div. Mgr.	Jim Thole #410	Manchester, Mo.

## What's on tap

**AH, WILDERNESS!** Moosehead, the oldest independent brewery in Canada, observes its 53rd birthday this year. And Marjorie Kirkpatrick #7583 has furnished a history and composite in honor of the occasion. See page 5.

**TOONER SCHOONERS** Here it is, the introductory version of Tooner Schooners — spotlighting three BCCA mini-conventions which were held across the country recently. See page 16.

**COY BEER** Can a beer that doesn't even own its own brewery make it in today's cut-throat brewing industry? The man who came up with Coy Beer thinks so. See page 24.

AND . . .

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# President's message

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By Herb Schwarz #1922

Some years back, as I recall, Chapters wanted to become more involved in BCCA. Since then, we devised a number of systems to help in selection of nominating cans of the year, collector of the year and even board members.

The sad thing is the responses received, particularly in the endorsement of board members for the coming year. Fewer than 20 out of 103 Chapters responded to a request to nominate members for the board and only three names were submitted. Our by-laws require that the nominating committee submit at least seven names to the board of directors for approval and to be placed on the ballot and voted on at the CANvention. This left the committee to seek out additional members and obtain their consent to be nominated. In short, the committee now must meet again prior to the next scheduled board of directors meeting.

Perhaps there is a misconception in that board members must attend a

certain number of meetings during their term. This is not true, although for the past few years we have had several members of the board that do make quite a few meetings. Much data and information exchange can be handled by mail or telephone without any expense to an individual. The only requisite is an interest in BCCA operations and a little time and effort. By the time this reaches you, it will probably be too late to be considered for the next fiscal year, but if you are genuinely interested in serving your fellow members, contact me and I'll be happy to give you more details.

At a special meeting of the board on July 19, 1981, the board reviewed a number of proposed by-laws changes. Several were only to clarify sections, however, a significant amendment passed was that an officer may reside outside the 50 mile radius of the National Headquarters, but within a 300 mile radius. At this time, the officer slate has not yet been consu-

mated, but if an "out of townner" were chosen, it was felt that this was well within driving distance and would serve as a test to see if it would hinder BCCA operations. Also, this encompasses several major cities with willing qualified members.

Of late, there has been quite a commotion about the value of Billy Beer. There have been ads in newspapers in several cities offering them for sale for up to \$1000 each. The Merv Griffin Show had a guest who stated they were valued at \$600 each. Needless to say, we have received more than 100 inquiries from newspapers, reporters and individuals requesting verification or offering to sell them to the BCCA. Sadly, it will take longer to reverse this misconception than it took for some unscrupulous person(s) to start it. I would hate to see anyone getting ripped off that bad and it would certainly give our hobby a bad name.

Happy CANvention!

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## Chapter corner

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By Gregg Kreyling #3533

This will be my last effort at writing this column. Beginning with the next issue, we will have a new chapter chairman. It has been a real pleasure working with all the chapters this year and I hope I have helped you all in some way.

We have two new chapters which brings the total chapter number to 104 for the year.

**Presque Isle Chapter, Erie, Pennsylvania,** (formerly Jackson Koehler Chapter)

President Stan Sznajder #4373  
Vice-President Fred Blass #5828  
Sec. Treas. Frank Wodecki #21061

**Kangaroo Chapter, Brisbane, Australia**  
President Frank Gratton #18402  
Vice-President

Richard Newham #22975  
Secretary Roy Allan #20906  
Treasurer Kevin Hanlon #22848

By the way, I'd like to see 104 chapter presidents at the chapter

presidents' meeting at the Convention. Remember, if the president can't make it, he can appoint someone from the chapter to come to represent the chapter. Let's see all chapters represented.

Got a nice letter from Peter Romer #21190 who is president of the First Austrian Beercan Collectors Club. He says that collecting is coming along fine in Austria and hopes to send us some articles on Austrian cans for our *News Report*. If anyone really digs Austrian cans, you might write him. His address is in the roster.

Some special trade sessions worthy of your personal appearance:

Sept. 26 Rebel 2nd Rebel Swapfest, Ernie Snyder #22489.

Oct. 4 Congress 7th Annual October Insanity, Bill Purcell #20900.

Oct. 16-18 Packer Tittletown Trade-a-thon III, Ken Trembl #4934.

Oct. 23-24 Coal Cracker October-fest, Dave Thomas #9777.

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### Chapter Offerings:

Bofferding Chapter patch \$2.00, John Ahrens #9.

Hoosier Chapter patch \$3.00, Robert Horvath #9221.

Patrick Henry Chapter patch \$1.50, iron on 9" x 6" \$1.50, Jack Kellogg #12115.

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### LAST CHANCE!

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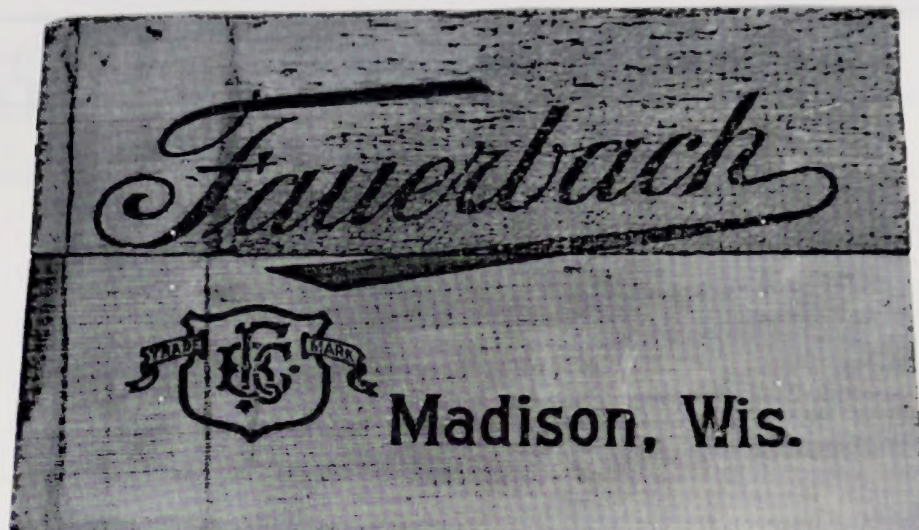
If you've been putting off ordering the Hershey Convention X Commemorative Can, don't put it off much longer. On November 1, 1981, all Convention X cans still in inventory will be destroyed! So if you haven't ordered, use the Supply Page in this issue. We'll rush you your can for only \$3.00. (Limit one can per member.)

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# Fauerbach Thrived in Milwaukee's Shadow

By Perry M. Hix #3022



The amber fluid, golden grain beer for which Wisconsin is famous was first brewed on the Williamson-Blount street site in Madison by old Adam Sprecher back in 1848. Upon his death the property went to his son Rheinland, a minor. The property was then leased to Mathis Breckheimer and Joseph Hausmann in 1859 and later to George Rothenbach.

The establishment came into the hands of the Fauerbach family when Bavarian-born Peter came to Madison from New Lisbon, Wis. and took over the operation in 1868. He subsequently purchased the brewery and it was operated continuously since that time as a Fauerbach family enterprise until its demise in 1966.

**UNINTERRUPTED** family operation and control of the business characterized the history of the brewery. It was long identified with the Madison community. Those who bore the Fauerbach name on many fronts contributed to the industrial, social, professional, and sports stature of Wisconsin's capital city.

Founder Peter Fauerbach had learned the highly skilled art of beer making back in his native Germany and, coming to Wisconsin, joined his brother-in-law Henry Beirbauer in a brewery in New Lisbon. In 1868 that Juneau county community lost the industrious enterprising German immigrant when he came to Madison. Peter Fauerbach operated the brewery until his death in 1886 and in 1891 the company was incorporated with his son Louis as president.

During Louis' tenure, along with brothers Philip and brewmaster Henry (who apprenticed in the Jung Borchard brewery in Milwaukee), the business saw many changes. In 1893 new bottling equipment was installed, from 1898 to 1904 the Fauerbachs under-

took a major building and expansion program resulting in most buildings that were used throughout the brewery's life. In 1904 a new office and tavern were also completed, the tavern being a popular evening rendezvous for beer, sandwiches, cheese, bologna, and veritable cords of pretzels. The Fauerbachs continued modernization and the brewery's first glassed-lined tanks were installed by 1914 and completed shortly thereafter.

**UP TO PROHIBITION** days the brewery was one of the city's most thriving industries. During the dry era it continued in legal operation by manufacturing such brew as was permitted. With Louis' death in 1925, brewmaster Henry, convinced that beer would come back, kept the organization going and machinery maintained despite mounting debts. Louis' son Karl, the next president of the Fauerbach Brewery, started the company's soft drink manufacture in 1928.

By 1933, with the return of legal beer, the Fauerbachs went forward with renewed vigor and enthusiasm and the business growing steadily. They remodeled the plant and buildings, and also increased storage space. In 1936 the Fauerbachs became the local producer of Pepsi Cola. By 1947 the new modernized bottling house was completed with up-to-date bottling machinery installed. In 1948 the Fauerbach Brewing Co., in celebration of 100 years operation, produced a Centennial lager brew commemorating its achievements. It was a fine beer which five sons of Louis, all who now sat in administrative or directors chairs for the company, were proud of.

The Fauerbachs produced their first canned beer in the early 1950's. The Fauerbach CB conetop was a red

labeled on white background can which housed their "centennial brew" lager. The first of three Fauerbach cans, the CB conetop is of average rarity for a can of its vintage.

In 1959 a canning line was added to the brewery and marked the era of Fauerbach's second can, the white labeled on red background CB flat top. This can features several sports scenes around the can and displays the affection the Fauerbachs held for athletics. The Fauerbachs themselves had long been considered ardent boatmen.

**THE FINAL CAN** produced by the brewery was the light and dark blue Fauerbach Pilsener tab top can.

Dr. Louis Fauerbach, who took control of the brewery after brother Karl stepped down from the presidency in 1961, guided the business during these final years until the brewery ceased operations in 1966. The Fauerbach brewery had averaged about 40,000 barrels a year with 10 percent of total production canned and 40 percent bottled. Over the years the brewery produced many brands including "Fauerbach, F.B.C., Badger Club, Centennial Brew, and Pilsener."

The closing of the brewery in 1966 came 118 years after Adam Sprecher had started his kettles on the same site — an outstanding achievement for a small brewery when one considers that Madison is only 75 miles from Milwaukee the recognized "beer capital" of the nation.

I would like to conclude this article by giving a deserved thank you to collector Richard P. Mahnke for his contribution of so many fine Fauerbach collectibles, and to fellow collector David M. Roach and wife Debbie for their efforts in research and photography.



# Moosehead Still Going Strong at Age 53



TOP: 14; ROW 2: 16, 17; ROW 3: 19, 18, 20; BOTTOM: 24, 25, 26, 27.



TOP: 1, 4; MIDDLE: 5, 2, 6 (steel); BOTTOM: 6 (aluminum); 9, 10.

By Marjorie Kirkpatrick #7583

This year Moosehead Breweries Limited (St. John, New Brunswick and Dartmouth, Nova Scotia) celebrates its 53rd birthday. It is the "oldest independent brewery" in Canada.

Moosehead Breweries is owned and operated by the Oland family, who have been involved in the brewing industry since the 1860's. The Moosehead story, however, begins with the repeal of Canada's Prohibition Act. From 1916-1927, 8 all Canadian provinces except Quebec were limited to the sale of 2% beer. New Brunswick ended Prohibition in 1927 with the Liquor Control Act. This act allowed the sale of beer, wine, and liquor again — but only at government owned outlets.

The largest brewery in the province at the time was Ready's. It was owned

by W.B. Tennant, a former Baptist minister who was a strong opponent of the current government. Since the brewery's sole customer was now the government's Liquor Control Board, it became expedient for Tennant to sell the brewery.

George B. Oland and his father George W.C. purchased this brewery in 1928 under the name New Brunswick Breweries Limited. In 1947 the name was changed to Moosehead Breweries Limited, since the company was trying to expand its market beyond New Brunswick. The company's second brewery, built in Dartmouth, Nova Scotia, opened in 1964.

George B., known as the "Major," produced only one brand of beer during the first two years of business — Ready's Ale. His first new brand was called Moosehead Pale Ale — a name

Name	Bible or B.C.U. #	Description
1. Alpine Lager Beer	178-8	flat top w/gold bands.
2. Alpine Lager Beer	178-9	flat top w/out gold bands.
3. Alpine Lager Beer	178-12	blue w/white ropes, flat top and zip top.
4. Alpine Lager Beer*	178-10	white aluminum can.
5. Alpine Lager Beer	178-13	blue aluminum can.
6. Alpine Lager Beer		blue w/white triangle, steel and aluminum, no 'biere'.
7. Alpine Biere Lager Beer		blue w/white triangle, contents along seam.
8. Alpine Biere Lager Beer		like #7, but contents along top.
9. Alpine Biere Lager Beer		large incomplete triangle, crest on side.
10. Alpine Biere Lager Beer		like #9, but no crest.
11. Moosehead Pale Ale	41-14	brown and white cone, contents next to oval on front.
12. Moosehead Pale Ale	41-15	like #12, but no contents on front.
13. Moosehead Pale Ale	41-16	like #12, but red and white.
14. Moosehead Pale Ale	41-17	white cone w/ dark brown moose.
15. Moosehead Pale Ale	41-18	like #14, but light brown moose.
16. Moosehead Pale Ale	193-28	flat top, large oval, red can.
17. Moosehead Pale Ale	193-29	similar to #17, but smaller oval, flat and tab.
18. Moosehead Pale Ale	193-27, 3190	aluminum.
19. Moosehead Biere Pale Ale	3191	steel and aluminum.
20. Moosehead Biere Premium Ale		gold modernistic moose, ml and oz. along bottom.
21. Moosehead Biere Premium Ale		like #20, but "5% Alc/vol" added.
22. Moosehead Biere Premium Ale		like #21, but contents and alc/vol at top.
23. Moosehead Biere/Pale Ale		gold and solid black moose.
24. Moosehead Biere/Pale Ale		gold and patterned black moose.
25. Moosehead Special Biere/Ale		beautiful
26. Ten-Penny Old Stock Ale		aluminum.
27. Ten-Penny Old Stock Biere/Ale		contents at bottom.
28. Ten-Penny Old Stock Biere/Ale		contents at top.

\*I believe 178-11 is merely a faded 178-10. I have seen #10 with red 'Lager Beer' and a brown moose on one side, and silver 'Lager Beer' and a blue moose on the other, faded side).



registered by Ready's but never used. The name appealed to the Major because it reminded him of the natural wilderness of New Brunswick which he deeply loved. In 1934, another new product was introduced, Ten-Penny Old Stock Ale, "named for the best of the old English Ales."

The brewery's third new product came about in a rather unusual way. While the Major was hospitalized in Boston with arthritis, his son Phillip (who was master-brewer) decided to try brewing lager beer. He purchased new fermenters, and two different yeast cultures from the United States. By the time the Major heard about the experiments and called Phillip to find

out what was going on, the first batch of the new lager was ready to be bottled. The Major accepted his son's new product unseen and untasted. Over the phone they decided to use a picture of a Swiss mountain on the label, and Alpine Lager Beer was born! To this day, Alpine is still brewed from the original yeast culture.

The company also brews Moosehead London Stout, Moosehead Premium Ale, Moosehead's Golden Light Beer (brought out in celebration of Moosehead's 50th birthday), Moosehead Special Ale, and Moosehead Beer.

Moosehead Breweries Limited was the first brewery in the Maritime

provinces to can beer. From the introduction of its first cone-top manufactured by Continental Can, to the introduction of the beautiful Moosehead Special Ale can in 1979, the company has produced over 30 can varieties. Below is a list of known cans produced by Moosehead Breweries.

I would like to thank: Steve White #12454 for help in compiling the list and for supplying cans for the photographs, Moosehead Breweries for supplying their 50th anniversary newspaper supplement — from which most of my historical information was taken, and my number one adviser and proofreader, Roger Kirkpatrick #1583.

## **Bofferding Tour a Case of 'CANatacism'**

By Dave Goett #14306

Early in May, I had the good fortune to hitch a ride on the Bofferding Chapter's tour bus. I caught up with them outside of Frankfurt, about 30 kilometers from my present station with the US Air Force. This is where the annual European beer can collecting trip began — this year, Germany and Switzerland.

That first night, after introducing myself, I was graciously afforded the last passenger seat on the bus. There were just enough left for the hundreds of cans which were eventually piled to the ceiling and blocked the rear window. Before I pulled up a rug for the night, I casually mentioned that I had 30 cases of traders at my apartment. Before I knew it, there were 8 of us in a '69 Ford LTD on the Autobahn to Wiesbaden. They didn't know it at the time, but it's a good thing that we didn't meet the POLIZEI (German Police). All passengers are required to wear seat-belts!

**AFTER A NIGHT** of trading and abbreviated sleep, everyone was ready to go. The first stop was "The Largest Beer Store In The World" in Darmstadt. It was there that I witnessed first-hand what had previously been only a wild rumor. I stood by and watched as everyone proceeded to bottom-open their acquisitions including many 4 and 5 liter "party cans," and dump the beer into the gutter in front of the store. The sight of hundreds of liters of world-famous German beer cascading down the street and disappearing into the drain is enough to make a grown person cry.

I was told this is done so they may be more easily mailed home. That's CANATICISM!

From there, we visited a can factory and each received a case of air-sealed cans. The next stop was the home of our German guide who had quite a stock of obsoletes. His basement was so small, we each had to take a number.

The scenery on our way to Switzerland was breathtaking. In Zurich, we met the one-and-only Swiss BCCA member, a med-student at U. of Zurich. He was quite helpful at guiding us through the old city. While strolling to a certain popular Swiss restaurant, we asked how much further we had to go. He told us "only 100 yards." Fifteen minutes later, we reached the restaurant and figured he must have been using "Swiss yards." Afterwards, a few of us spent a quiet evening at his quaint top floor apartment in the old section of town.

At the Austrian/German border, an inspection of the bus revealed that we were without some gizmo required by German law. We turned around and drove to the closest Austrian garage (allegedly owned by the brother of the border guard). It was a good thing anyway, since we otherwise may not have found the cases of "Porch Monkey" beer.

**IN THE GERMAN** village of Garmisch, we had prepared to mail our parcels through the US Army system. As I presented my military I.D., an Army Colonel took me aside and advised me that I could not mail the packages of non-active duty personnel.

He further advised that I may do so if I wished to spend the rest of my hitch in Leavenworth. Needless to say, we used the German Post.

One of the trip's highlights was our stay in Munich. Some people went dumping at the Olympic stadium and one member even dumped at Dachau.

After almost getting arrested at the famous Hofbrauhaus for a run-in with a hefty Frau, some of us retired to a small Mexican restaurant. Our wandering minstrel from Massachusetts borrowed a guitar and we ate, drank and sang until the place closed.

All in all, this has been one of the most unforgettable trips I've ever been on. The cost is surprisingly low. Two young ladies from Philly, who were affectionately dubbed "the girls," came along just as a cheap way to see Europe.

Many breweries were toured and most offered a complementary German meal as well as an assortment of new and unique cans. I don't know if this is a Bofferding record or not, but I acquired 128 new cans for my shelf not to mention the numerous traders.

I learned quite a lot while acquiring those cans. But the best thing by far was sharing these experiences with an exceptional group of Americans. I'd like to thank these people for their hospitality, especially John and Brenda Ahrens who are mainly responsible for getting these trips off the ground. Even if you are not a CANATIC, I heartily recommend this annual ritual to anyone. I am looking forward to next year's excursion to England. Hope to see you there! SKOL!



# What Happened to a Famous Collection

*In one of the chapter news reports that I received for the first Probably Annual Quid Newsletter contest, there was a mention that Denver Wright #1, one of the founders and first president of BCCA, has disposed of his collection of full cans.*

*I was quite surprised by this, and decided to write to him and find out what had happened. This might be "olde news" to some of you, but it should clear up any questions you may have had. Below is a slightly shortened copy of Den's letter to me. I had his permission to run this article so don't get huffy thinking I am pulling some kind of National Enquirer stunt!*

*Jeff Berg #799*

By Denver Wright #1

I feel I owe this to the BCCA membership. The releasing of the beer cans was one of the hardest decisions I ever had to make.

In January of 1976, Lois and I moved to a condominium, a beautiful place, everything we want except no place for exhibiting 1,320 full cans of beer.

As stated on page 1 of the September 1977 Ye Olde Foundation Herald, the display cabinets and cans were delivered to our son's home in Manchester, Mo. In 1978 our son moved to an apartment, having no room for the collection. So, I had a cabinet maker install a wall storage unit in our garage for the storing of the cans. Actually, we needed this storage cabinet for other purposes. It was then that I felt that "beer cans were running my life." There was pressure. Beer cans should always be fun.

I wrote Richard Dolphin that I was thinking about disposing of my collection and asked him for his feelings. Richard had helped me build up the foreign can part of the collection over some years. He offered to sell the foreign cans for me, we would share the gross profits and the transportation cost of cans from Missouri to England. I agreed and the foreign cans were no longer a problem. This was in 1980.

I then phoned Ken White in Chicago that I was interested in selling the domestic cans. He drove down in his pickup truck, inspected each can individually and made me a cash offer on about half the cans. I accepted his offer, then his check.

That left me with the display cabinets. I offered them as a gift to Principia College in Elmhurst, Ill. Principia will use them as display space for their Science Dept.



Denver Wright

Lois and I spent the better part of a day in draining the cans in our kitchen sink, with holes punched from the bottom, of course. Be careful about Tiger Beer from China. We found a small animal or bird in the can. We had to remove almost the entire bottom of the can to remove the creature.

As the BCCA roster indicates, I had my 68th birthday this year. As of January 1 of this year, I turned our specialty advertising business, Denver Wright, Inc., over to our son to run. My normal hours now are Monday morning between 8 and 11. This could have helped me with my decision on the cans. I wanted less responsibility.

My time is occupied with some travel. Within the last year, Lois and I

have had a 14-day Caribbean cruise and spent a week in Denmark, plus a few U.S. trips including three weeks in Florida.

The domestic cans that Ken White didn't take were donated by me to "kids in the neighborhood," a case to each kid. My present beer can inventory consists of only 10 cans, the commemorative can from each of the 10 Conventions.

Lois and I have attended all Conventions and we have our reservations in for the one in Chicago. We love BCCA — I mean we love beer can collectors. The friends that we have gained through BCCA mean a lot to us. They are beautiful.

I hope none of our friends take offense to my selling my collection. I feel good about my actions, and would expect others to dispose of their collections when they feel it is the thing to do.

P.S. — In September of 1979, after the Convention in Phoenix, Lois and I drove down to Nogales, Mexico with my brother Jack and his wife who live in Carefree, Ariz. Our purchase consisted of 12 small display cases with clear glass on top and on each of the four sides. The cases are identical. Each serves as a miniature display cabinet for a commemorative beer can. So my commemorative cans are well housed.

## ADVERTISE YOUR CHAPTER'S TRADE SESSION IN THE NEWS REPORT!

Contact Dan Andrews #2954  
for details.

# BURP?

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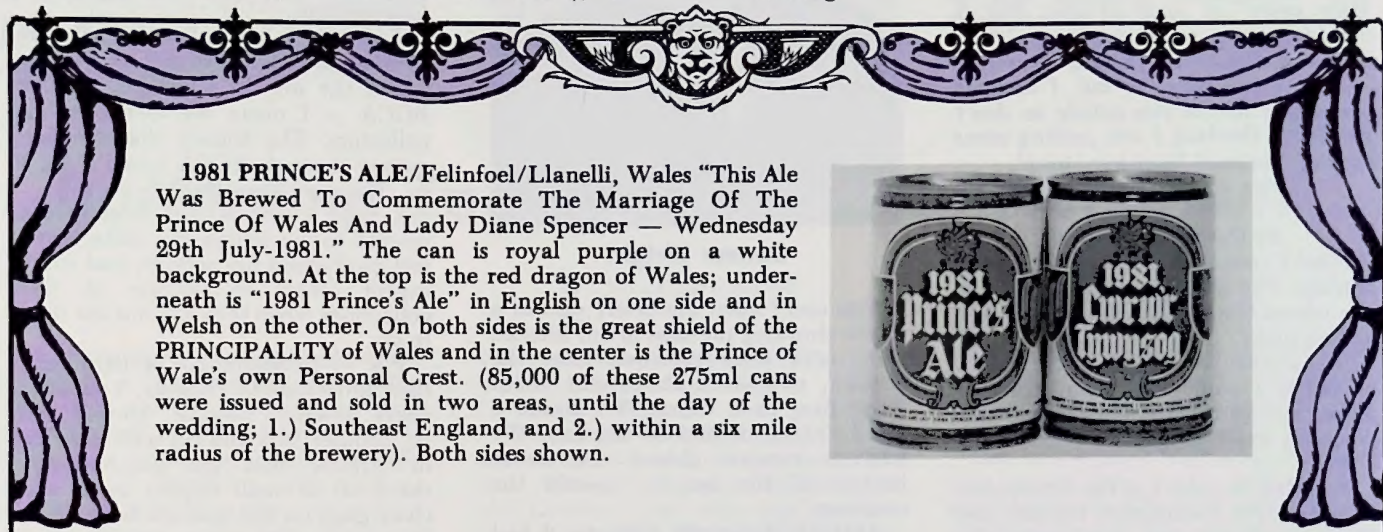
# Foreign brand changes

By Marcella Schinski #3715

Each deadline seems so far distant, and then all of a sudden it's come and gone and another issue has been completed. We have a tremendous amount of cans to report on and feature and that's because of the collectors who do a superb job of working with me to keep all of us informed of new cans from all around the world. The following persons helped make this issue's column newsworthy: Don Olson (13777), Darrold Bussell (360), Christer Loow (11743), Turnbull-Kress (10515), Leonard Dicker (9598), Len

Lafreniere, Ralph Whitcher III (9298), Ron Moermond (224), Giacomo Spagnoli (22358), John Wheeler (15549), Jeremy Tillcock (19054), Claude Lardinois (12529), Frank Constable (11187), and last but definitely not least, Richard Dolphin.

I'm very proud to report another SCOOP in that the B.C.C.A. *News Report*, is the first beer club publication to feature the first beer can issued to commemorate the Royal Wedding.



**1981 PRINCE'S ALE**/Felinfoel/Llanelli, Wales "This Ale Was Brewed To Commemorate The Marriage Of The Prince Of Wales And Lady Diane Spencer — Wednesday 29th July-1981." The can is royal purple on a white background. At the top is the red dragon of Wales; underneath is "1981 Prince's Ale" in English on one side and in Welsh on the other. On both sides is the great shield of the PRINCIPALITY of Wales and in the center is the Prince of Wales's own Personal Crest. (85,000 of these 275ml cans were issued and sold in two areas, until the day of the wedding; 1.) Southeast England, and 2.) within a six mile radius of the brewery). Both sides shown.



**ABBOT ALE**/Greene King/Bury St. Edmunds, Suffolk, England. Brand new size; 440ml can like the 2.22 litres can reported on July '78 (A Strong Bitter Ale). In addition the brewery name and location is printed at the bottom of the can, encircling the can.

**ANSELLS CASKETTE MILD ALE**/Allied/Burton On Trent brewed in Birmingham, England. Usual beer mug but there is a yellow starburst at the top left of the mug with the words NEW SIZE on the 4 Pints 18 Fl. Oz. 278 CL three sided can.

**ARCTIC LITE LAGER**/Allied Ltd./Burton-On-Trent, U.K. Only the words SERVE COLD now appears at the top of this 440ml lighter blue can (whereas there used to be six lines of print at the top) thereby the brand name logo is positioned higher on the can. The 15.5 fl. oz. no longer appears on the can faces.

**ASAHI DRAFT**/Asahi/(Japan). Blue can with silver circular lines, white oval, usual rising sun, with 1000 ml (in silver) near the bottom of this can issued-November 1980. A second 1000ml can was issued December 1980 and has the "Happy New Year" symbol. Both cans are #2534.

**AVIATOR'S ALE**/Waikato under license Bass/Hamilton, N.Z. Eagle Pilots Power-45cl paper label. It reads as follows; notam class 1 (notice to alcoholic members). Pre flight . . Position suitably for initial intake. Remove all locks on control. Ensure you are not switched on, and that all is clear before turning on. While warming up keep a lookout at all passing traffic. When appropriate RPM setting is reached proceed to starting point. Pre take off . . Trim for optimum intake capacity. Mixture should be sufficiently rich for high power settings. Fuel pump on and consumption rate estimated at 5 pints per hour minimum. Flap setting for optimum rate of elevation. Ignition-check co-pilot on both left and right for steady RPM. Harness any

anti-social tendencies. Head should experience sensation of rising temp due to steady consumption. Controls should be in a state of full and free movement. Landing . . Whilst under the influence of Aviators Ale it is advisable not to execute this manoeuvre. Continue steady intake-consumption rate on full power over Christmas and New Year, after which time contact nearest Control Tower for landing instruction. Beware of clouded visual approaches and severe internal turbulence. However your high level of induced goodwill will enable a smooth touchdown in the New Year. (This was lengthy buy humorous).

1. **BARBICAN ALCOHOL FREE LAGER**/Bass Limited /Burton on Trent, England. Greatly changed label on this 275ml (shown) all white, two sided can. Still has the castle but the ribbon is now above the castle and the wheat staffs are larger, etc. Also available in the 440ml size. CAN ADVERTISING CAMPAIGN on TV and in the newspapers states "now we're one of the big boys and we're looking better."

2. **BECKER'S EXPORT**/Becker/Ingbert-Saar, Germany. Still a gold 0,33l can but note the addition of an "s" to the brand name; Becker's — formerly Becker.

**BELLHEIMER LORD PILS**/K. Silbernagel/Bellheim, Germany. 10L black, gold and red can.

3. **BIRELL MALT BEVERAGE**/Eggenberg/Vorchdorf, Austria. 11 5/32 FL. OZ. can for export to Saudia Arabia; English on one side; Arabic on the other. Both sides shown.

4. **(B.H.S.) LAGER**/for British Home Stores/London, U.K. White, 440ml can with accent colors of red, gold, and black. "Brewed naturally at a carefully controlled low temperature to conserve all the characteristics of a fine quality lager," at the bottom. (This side shown). On the reverse side are the words SERVE CHILLED at the bottom.

5. **BLUE STAR BEER•BIERE**/Labatt/St. John's, Ste-



phenville, Newfoundland, Canada. Gold 341ml can with a white rectangle which contains a blue star (The Star of Newfoundland), red ribbon and a gold medal. This can was issued for a very short period of time, and is now obsolete, and I'm told this can is a very hard can to acquire.

6. **BREDA PILSENER HOLLAND BEER**/De Drie Hoefijzers/Breda-Holland. Better late than never has to apply to this can. I've had this 33CL can in my collection for quite awhile and had thought I had featured it, but obviously I hadn't. At any rate note the Hebrew lettering for export to Israel.

**BRITISH BEER CAN COLLECTORS SOCIETY**, BBCCS '80 commemorative red, white, and blue paper label that was wrapped around a 9 2/3 oz. Heineken can. The words "KINDLY SPONSORED by BASS LTD. Brewed in the United Kingdom of Bass Ltd. Burton."

**BURNS SCOTCH ALE**/for Dryborough/Edinburgh, Scotland. CATTO's-Special lid (on this all black portrait can); Send 8 Complete Ring Pulls and an SAE For Your Free Miniature 5cl Bottle of Rare Old Scottish Highland Whiskey-440ml.

7. **CASCADE INTERDOMINION LAGER**/Tasmanian/Hobart, Australia. Commemorating the 1981 Interdominion Pacing Championship Hobart, Australia; 375ml.

**COLT 45**/Courage/London, U.K. Silver 440ml can with the bucking bronco and horseshoe but the words **THE ORIGINAL MALT LIQUOR** (in red) and **STRONG IN ALCOHOL** (in gold) on the can faces. There's also a red line at the top and bottom of the can.

**DANA BRAU EXPORT QUALITY**/Wuhrer/Brescia, Italy. CL 33 can by Wuhrer has the same design as the CL 34 can by Poretti, but the wording between the labels (on the non-seam side) is positioned differently.

**DART MORKT. EXTRA 01 II**/Pripps/(Sweden). Now a two sided 45cl can with the flag logo being smaller and all lettering plus coins and crown are now silver. (NOTE: PLM PAC (can company) is converting from three-piece production to two-piece production during 1981, so after 1981 all Swedish cans will be of two pieces, unless they are imported).

**DIAT PILS LAGER**/Canned for Holston Dist./London, England. Another "promo" lid on this 440ml can, featured Sept.-Oct., 1978, #7, offering a special deal on **PLAYING CARDS**. Brewed and matured in Western Germany for Holsten-Hamburg.

8. **EVERARDS RED CROWN PALE ALE**/Everards, Tiger/Burton-on-Trent, U.K. Red, white and blue 440ml crimp steel can.

**FIVE R STAR**/Hurlimann/Switzerland. 4 liter can.

**FOSTER'S LAGER**/Carlton & United/Australia. Contents now shown as 750ml near the bottom of this can. (This can is sold in Australia, therefore does not have "Imported Australia" at the top).

**FRANKENHEIM ALT**/Frankenheim/Dusseldorf, (Germany). Brown woodgrain 10 Liter barrel with gold bands and all gold lettering.

9. **GOLD FASSL MALT TONIC**/Harmer/Vienna, Austria. English on one side and Arabic on the reverse for export to the far east (Saudia Arabia). Both sides shown. Word has it that this can is already obsolete.

**HARKE PILS**/Harke/Peine-Hannover, Germany. Basically silver 10L barrel can, having a white label, and quite a few areas containing lettering.

**HOFBRAUHAUS PILS**/Hofbrauhaus/Munich (Munich), Germany. Woodgrain 10L barrel can with a small white circle to the left and right of the crowned blue and white HB label commemorating Wilhelm IV 1516 and Wilhelm V 1589 respectively.

**HOWSON ALGRAPHY BEER**/(England). Beer For The 80's. — A purple 33.1 cl can with blue and white accent colors. A mate to the Lager can featured Jan.-Feb. 1981,

#14.

**HURLIMANN SPEZIAL BIER**/Hurlimann/Zurich, Switzerland. Letters and circles are now in white on this 4 Liter can.

**IND COOPE DOUBLE DIAMOND BURTON EXPORT ALE**/Ind Coope Ltd./London, Burton-On-Trent, U.K. Available in the 275, 330, and 440 ml sizes with a greatly enlarged logo. Similar to #12, Jan.-Feb., 1980 except the diamond design, the words Registered Trade Mark Since 1876 do not appear on any of the can faces near the bottom. The contents, near the bottom have been deleted as well from the 275 and 330ml can faces but the 440ml does appear near the bottom, on one can face only. Both the 275 and 440ml cans have the magnetic check out code, but the 330ml does not. However the 330ml can has the words **BEER BIER BIERE BIRRA CERVEZA** (pyramid style) on the non-seam side of the can.



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Promo 440ml can with special lid-FREE set of 4 Classic Horse Prints By Famous Painters. Send 8 ring pulls.

**IRLBACH BIER**/Schloss/Irlbacher, Germany. Dark Woodgrain 5.0L can with yellow and black accent colors.

**JOHN YOUNG'S LONDON LAGER**/Young/Wands-worth, London, Cream-colored (tan-nish) 2.22 liter can with the words "John" and "London" in black script, and "Young's" and "Lager" in red block letters.

**10. KANTERBRAU**/Karlsberg/Homburg, Deutschland. La biere de Maitre Kanter Biere Blonde De Luxe appears directly below the brand name on the label of this greatly changed all gold 33cl can for export.

**KOFF A IVA EXPORT OLUT 01 BEER BIER**/Sinebry-choff/Helsinki, (Finland). There is no end to the variations

that exist on this brand; 1.) A two-sided gold can with the name in black with a brown horse and wagon drawn above the name. At the top of the can are the words "PERINTEET VELVOITTAVAT TRADITIONERNA FORPLIKTAR." There is no red letters or red seal on this can. 2.) A gold ten (10) can set (Osa 1 through Osa 10) with KOFF and OLUT, etc. in red. All other writing plus the horse and wagon drawn above the name are in black. At the top of the cans are the words "HYVAA OLUTTA VUODESTA 1918 GOTT OL SEDAN AR 1918." There is no red seal on these cans.

**KOFF 3 OLUT 01 BEER BIER III**/Sinebrychoff/Hel-sinki, (Finland). Additional variations that exist on this brand are; 1.) A ten (10) can set (Osa 1 through Osa 10) with KOFF and OLUT, etc., in red; 3 and III are black. The horse and wagon drawn above the name plus the words "PERINTEET VELVOITTAVAT TRADITIONERNA FORPLIKTAR" at the top and the legend on the back is brown. There is no red seal on these cans. 2.) A ten (10) can set (Osa 1 through Osa 10,) with KOFF and OLUT, etc., in red; 3 and III are dark brown. The horse and wagon drawn above the name plus the words "SUOMEN vanhin panimo FINLANDS ALDSTA BRYGGERI at the top and the legend on the back is black. There is no red seal on these cans.

**11. LEOPARD BEER**/Leopard/Hastings, New Zealand. Second "The Shipping Corporation of New Zealand" 340ml can, featuring the New Zealand Caribbean. (First can January '79, #15-Leopard Lager New Zealand Pacific). As usual you have to work on the ship to get these cans.

**12. LEOPARD EXPORT LAGER**/Leopard/Hastings, New Zealand. Japan Marine Agencies (N.Z.) Ltd.; 340ml can.

**13. MAHOU CERVEZA ESPECIAL**/Mahou/Spain. The words CERVEZA ESPECIAL now appear directly below the word MAHOU on this 33 CL. white can with red and gold accent colors.

**MOLSON LIGHT**/Molson/6 cities, Canada. Canadian collectors of the minute this is for you. The words LIGHT BEER BIERE LECERE now appear on the can side between the labels. It's now 4.0% alc./vol., on the can side between the labels, and 32 calories/100g. 110 calories/341 ml at the top on both can faces. (See Sept.-Oct., 1978, #15).

**MONINGER RATSHERRN PILSENER**/Moninger/Karlsruhe, (Germany). All white, 4 liter can, with accent colors of silver, black, red, and gold.

**14. NORTHERN CLUBS FEDERATION LCL** (Low Carbohydrate Lager)/Northern Clubs Federation/New-castle Upon Tyne, England. Fourth in this series of 440ml cans; all gold with usual black cloverleaf logo and all lettering in red and black.

**15. PETER DOMINIC FINE PILSNER LAGER**/for Peter Dominic/London, U.K. Brand new 440ml issue; blue and red vertical stripes, with dull gold, red and blue label design.

**16. PRIMUS GOLD EXPORT BIER**/Getrankeindustrie Ges. M.B.H./Klagenfurt, (Austria). Inhalt: 0,33L white can (from a city in southwestern Austria) with red, gold and black accent colors.

**REICHEL BRAU KULMBACHER EDELHERB PILS**/ (Germany). Fass Frisch woodgrain 10L barrel can, having a white label and a white ribbon which contains the words PILS EDELHERB PILS.

**RUDDLES COUNTY STRONG TRADITIONAL BEER**/G. Ruddle/Langham, Oakham, Rutland, U.K. One more brand having the usual table scene with the oval being a kelly green and enlarged brand name. Actually the green shades on this 440ml can are more appealing than the previous issues.

**SAFEGWAY LAGER/SAFEGWAY LIGHT ALE**/for Safe-way/Aylesford, Kent, England. Minor changes have been made to these two 440ml cans. The Lager can now has an



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olive green rectangle and the Light Ale can now has a royal blue rectangle. In addition the wheat staffs are now trimmed in gold on both cans. (See Lager can Jan.-Feb., 1980, #16). I understand this change also applies to the 4 pint can.

17. **SAN MIGUEL LAGER**/San Miguel/Lerida, Spain. Specially canned for the U.K. market. 440ml can having a small black triangle with "KEEP BRITAIN TIDY" on the side and the letters SM (in red) on the lid.

18. **SHEFFIELD BEST BITTER**/S.H. Ward/Sheffield, (England). Red, 440ml can with lettering in black and white.

**SKOL LAGER**/Ind Coope/London, U.K. 440ml can with new promo lids "SKOL DRINKERS." White can; SKOL (maroon) LAGER (black), gold shield logo above SKOL and lettering in gold band around oval.

19. **STAR BRAU LAGER BEER** (shown)/Bavaia/Lie-shout, Holland. 33 CL blue can with accent colors of red, yellow, and white. On the reverse side are the words STAR BRAU BIRRA OLANDESE.

**STEIN GOLD LAGER**/Daniel Thwaites/Blackburn, England. The words MORE STRENGTH and MORE FLAVOR have been deleted from the yellow circle on the two faces of this 15½ fl. oz. can. Also the shield being held by the two lions near the top of this can is now blue, plus the computer bars have been added to one can side.

**STEINLAGER NEW ZEALAND LAGER BEER**/New Zealand/Wellington, N.Z. 6L bank can, like the white 340ml can, (Sept./Oct., '79, #21).

20. **STRONGARM ALE**/J.W. Cameron/Hartlepool, U.K. An enlarged blacksmith logo is now within a yellow oval (formerly a rectangle) on this 440 ml can. In addition, the words STRONG NORTHERN ALE are in the bottom of the yellow oval, whereas the brand name is in the top of said oval. The brewery name and location appear on one side of the can at the bottom (this side shown).

**SUNTORY BEER**/Suntory/(Japan). One more time. There is a third 2L (large 2) #2614; this one has the "Happy New Year" symbol. There is also a third 3L (large 3) #2604 and it too has the "Happy New Year" symbol.

**SWINKELS DOUBLE 7 DUTCH EXPORT BEER**/Houba/Liehout, Holland. Small variation to the label of this 33CL can. The original can featured Sept./Oct. '80, #18 has the words HOUBA B.V. in the bottom of the white rectangle on one face and BIRRA NORMALE, same position on the other face. Now HOUBA B.V. is in the bottom of the white rectangle on both faces of the can.

21. **TOP BRASS LAGER**/for Wilsons/Newton Heath, Manchester, England. Black, 440ml can featuring a brass band. This is a test can, in a small, very localized market. Also has a "promo lid" — FREE EMI LI Record Token.

**TRILIGHT EXTRA LIGHT BEER**/Carling Okeefe/Toronto, Canada. See July/Aug., '79, #27. Same label on this 341ml white can but EXTRA LIGHT BEER now appears in the top of the gold oval and BIERE EXTRA-LEGERE appears in the bottom.

22. **TRUCK'S MALT LAGER BEER 01 II**/Pripps/Sweden. Best Pure Barley Malt Superior Taste. Contains only natural ingredients. White 45cl aluminum can with an orange diamond logo.

**TUBORG 01 II**/Pripps under license Tuborgs/(Sweden). Same 45cl cartoon can, but this can is aluminum and "OL II" now appears at the top of the can above Perikles head and the word GRON TUBORG PILSNER OL no longer appears on the can side.

23. **UREICH PILS**/Eichbaum/Mannheim, Ger. ay. Gray 5.0L can with four black bands. "Ureich Pils" in text throughout the gray. White label with green trees in red circle.

24. **VAUX ORIGINAL PALE ALE**/Vaux/Sunderland,



23



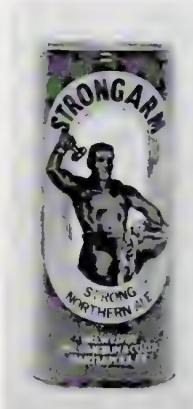
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(England). Brewers of Fine Beers Since 1806 encompasses the wheat staff, at the top of this cream colored 440ml can.

**VICTORIA BITTER**/Carlton & United/Australia. 750ml near the bottom of this can. This can is the one whereby the letters VB (black) are on a red and white recangle which is trimmed in gold.

**VILLACHER GOLD EXPORT BEER**/Vereinigte Kärntner/Villach, Austria. Changes to the wording (at the seam) and between the labels (on the can side) of this 0,331 can.

**WATNEYS BROWN ALE/WATNEYS PALE ALE**/for Watneys/London, Great Britain. **WATNEYS SHAKESPEARE FISHING OFFER** lids on these 275ml & 440ml brick effect cans. (See Sept./Oct., 1980, #21). The 440ml cans have the magnetic check out code on the side whereas the 275ml cans do not. Naturally a fish (in red) appears on the lid.

**WATNEYS CREAM LABEL STOUT**/Watneys, Mortlake Brwy./London, Great Britain. Guess there's no end to the special "promo" lids by this brewery as this 275ml can also has the **WATNEYS SHAKESPEARE FISHING OFFER** lid. (Can featured Jan.-Feb., 1981, #29).

**25. WATNEYS EXPORT GOLD BARLEY WINE**/for Watneys/London, Great Britain. New brand; all gold 275ml can with the red barrel at the top. Also has the **WATNEYS SHAKESPEARE FISHING OFFER** lid.

**WATNEYS PARTY FOUR BITTER/WATNEYS PARTY FOUR MILD/WATNEYS PARTY SEVEN BITTER**/Watney Mann/London, England. Both of these 2.22L cans are a new version as is the 7 pint. The Bitter with red and gold and the Mild with blue and gold and gold liveries.

**26. WHITBREAD STRONG EXPORT ALE**/Whitbread/London, England. Report has it that the contract canners who filled these for Whitbread, indicated they are for export only. My English source is dubious of this but at any rate this is an all red 440ml can with accent colors of black, white, and gold.

**ZWIEFALTER KLOSTERBRAU PILSENER**/Zwiefalter/Zwiefalter, Germany. Light woodgrain 5.0L can with black and white accent colors with the cathedral of the city on the fourth. One of my world travelers tells me this cathedral is absolutely beautiful.

## Emporium

As I'm typing this, there's still 4 weeks to **BABY DAY**, and I'm still 29 years old. By the time you read it, **AARON** or **ERIN** will have made his or her long awaited appearance, and I will have, reluctantly, turned 30. Stay tuned next issue for the **1ST OFFICIAL AARON/ERIN REPORT**, and also a 1st hand report of what it's like to enter one's 4th decade of existence.

Due to nervous condition, that will hopefully end in about 4 weeks, I really don't have a lot to say this time, so I'll go straight to the **BEER OF THE ISSUE**. For a change, I thought I'd rate an import. My choice was **LOWENBRAU**. This is the one from Switzerland, not Miller. This has to be one of the finest beers I've ever tasted. On my scale of 1 (Malt Duck, Black Label) to 10 (Hudepohl, Genesee Cream Ale, & Old Cloudy) it ended up with a final rating of 9.75. I'd recommend it to anybody.

Gotta thank my buddy Dick Rausche, #526 for proving that somebody reads this gibberish I put out every issue.

Well, like I said, my nerves are shot, so I better type this while I'm able:

- Sept. 13 **Road Runner**; Bakersfield, CA; Gary Pugh, #17190.
- Sept. 19 **Cape Cod**; N. Pembroke, MA; Ralph Collins, #14826.
- Sept. 19 **Lone Star**; Academy, TX (near Temple), S.P.J.S.T. Hall, High Noon; John Zembo, #567, 512/259-0219.
- Sept. 27 **Sangamon Valley**; Beardstown, IL, 12-4; Herman Ashcraft, #15422 or Bill King, #6665.
- Sept. 27 **Valley of the Flowers**; Florissant, MO, St. Ferdinand Park, 1-4; C.R. Schwend, #16601.
- Sept. 27 **Olde Frothingslosh**; Pittsburgh, PA, Silent Brook Grove, South Park, 10-4; Clyde L. Moyes, #14761.

- Oct. 3 **North Star**; Bloomington, MN, Everett McClay VFW Post, 10-3; Jack Isacson, #1213.
- Oct. 4 **Bullfrog**; Wauconda, IL, Lakewood Forest Preserve, **ANNUAL FALL PICNIC AND PICKLE GIVEAWAY**; Angie Parochelli, #3497, 312/426-7355.
- Oct. 4 **McDonnell-Douglas**; St. Louis County, MO, Sioux Passage Park, 1-3; C.R. Schwend, #16601.
- Oct. 4 **Lake Erie**; Cleveland, OH, Euclid Community Center; Marcia E. Sticht, #460 or Tom Carney, #13455.
- Oct. 4 **Grand Prize**; Houston, TX, Memorial Park, Noon; Rod MacDonald, #15509.
- Oct. 4 **Golden State**; Info TBA; Larry Cummings, #10787.
- Oct. 4 **Congress**; Syracuse, NY, NYS Fairgrounds, **7TH ANNUAL OCTOBER INSANITY**, Details later; Bill Purcell, #20900.
- Oct. 4 **Heart of Illinois**; Barry, IL, Apple Festival Grounds, Noon-4; Frank Westhoff, #1329.
- Oct. 10 **Jersey Shore**; Toms River, (NOT DOVER!) NJ, Oktoberfest at East Dover First Aid Squad; Joe Radman, #6898, 201/583-4845.
- Oct. 10 **Cape Cod**; Northampton, MA, Ye Ole' Watering Hole, 10-5; Ralph Collins, #14826.
- Oct. 10 **49er**; Oakland, CA; Warren Hardaker, #696.
- Oct. 10 **Jax**; Jacksonville, FL; Mike Noble, #13543.
- Oct. 11 **Garden State**; Irvington, NJ; Jack McDougall, #12357.



- Oct. 11 5 St. Louis Chapters combined trade session sponsored by the Van Dyke Chapter; St. Charles, MO, Harvester American Legion Hall; Rich Lenger, #19483.
- Oct. 11 Westmont Stroh's; Westmont, IL, Union Hall, 12 West Ogden Ave., 10-3; Dick Johnson, #9492.
- Oct. 11 KC's Best; Ray Koenig Can Ranch, South of Belton, MO, 11 AM; Ray Koenig, #6409 or Sue Bolen, #17394.
- Oct. 11 Bluff City; Alton, IL; Bob Childers, #4639, 681/667-9236.
- Oct. 16-18 Packer & Badger Bunch; Green Bay, WI, TITLETOWN TRADE-A-THON III, Howard Johnson's Motor Lodge, 2 nites of partying and 2½ days of trading; Ken Treml, #4934.
- Oct. 17 Hoosier; South Bend, IN, American Legion Post, #357, 1606 West Western Ave., 10-3; Stan Klaybor, #10546 or Eric Peterson, #4537.
- Oct. 18 Schultz & Dooley; Chatham, NY, FALL FESTIVAL; Dennis Brorup, #19896 or Steve Hermance, #19983.
- Oct. 23-24 Coal Cracker; 3RD ANNUAL PA OKTOBER-FEST, Master Host Inn, Wilkes-Barre, PA, Trading Fri. & Sat. Best raffles in the East. Fantastic hospitality room Fri. & Sat. Evenings. Fri. evening masquerade with entertainment from 8-12 by Stanky & His PA Coal Miners Band. Come in costume Fri. evening & win a prize; Dave Thomas, #9777.
- Oct. 25 Tidewater-Champale; Va Beach, VA, Little Creek CPO Club, located 1 mile W. of Chesapeake Bay Bridge Tunnel. Enter main gate on Shore Dr. (Rt. 60), 10 AM; Richard Revolinsky, #15760.
- Oct. 25 Hawkeye; Cedar Rapids, IA, Teamsters Hall; Lyman Beebe, #5427.

- Nov. 1 Prison City; Joliet, IL, American Slovenian Home; Jim Mitchell, #1546 or Bob Scheidt, #8949.
- Nov. 1 Sangamon Valley; Stonington, IL; Kent Newton, #7100.
- Nov. 1 Aztec; San Diego, CA; Larry Cummings, #10787.
- Nov. 1 Blue Room; Sycamore, IL, Illinois National Guard Armory on Rt. 64, 10-4; Morrie McPherson, #434 or Homer Whitesel, #17856.
- Nov. 7 Nutmeg; Westport, CT, VFW #399, Riverside Ave., FALL SWAP; S.J. Bodnar, #22281.
- Nov. 8 KC's Best; Kansas City, MO, CWA Bldg., 1316 Oak, 11 AM; Sue Bolen, #1739.
- Nov. 8 Badger Bunch; Milwaukee, WI, LUDY'S STEAK HOUSE on Forest Home Ave., 10-4; Arnie Schmidt, #328.
- Apr. 3 Garden State; Irvington, NJ; Jack McDougall, #12357.
- May 9 Nutmeg; Westport, CT, 465 Riverside Ave., VFW #399, SPRING SWAP; S.J. Bodnar, #22281.
- Aug. 15 Nutmeg; Westport, CT, 465 Riverside Ave., VFW #399, SUMMER SWAP; S.J. Bodnar, #22281.

Please send all trade session infor, belated birthday gifts, and contributions to Aaron/Erin's college fund to:

Mark C. Ferguson  
1131 Ralston Ave.  
Barboursville, WV 25504

304/736-9394





# Chapter brewings

By Jim McCoy #136

*A collection of this 'n that taken from recent issues of the BCCA chapter publications and newsletters. Contributions are welcome and can be accomplished by sending your chapter's mailings to Jim McCoy #136.*

## WHY WHITE CANS?

Believe it or not there is a second white Stroh test can out. Apparently the first one didn't make it. The logo is smaller and there is more white on it — part of the Budweiser syndrome. Incidentally, have you noticed a display of cans in any supermarket? It is hard to find one that isn't white. People must be becoming less colorful to match the lackluster taste of the current brews.

*Big Beer Brotherhood Rustic News*

## HERE'S WHY:

John, the reason most beer cans are a basic white with red trim is that red and white combinations are the most reached for of all color combinations, according to tests.

*Big Beer Brotherhood Rustic News*

## BEAVERBEVERBERWICK

Thanks go out to George and Marie Miller (BCCA #17782 and 9707) for giving us the answer on the proper way to pronounce Beverwyck. The copy of an ad for this brew which they so kindly sent to us should be enough proof for those who have been really troubled by all this. Under the logo, it says, "pronounce BEAVERwick." If your grampa still says BEVERwick or BERwick, or even BeverWIKIE, he just doesn't follow directions.

*Capitol City Newsletter*

## HAIR RINSE

According to the AMA, beer can make hair easier to set if used in the final rinse.

*CANecticut Red Fox Sez*

## WHAT HAVE YOU DONE FOR YOUR CHAPTER LATELY?

Although it may be a year away, perhaps some of you should start thinking about people for our next election. Let's not fall into a trap and assume that these people are always going to be able to serve. In fact, your strongest clubs are those that have a contingent of former officers.

*Cornhusker Chatter*

## THE NEXT TIME YOU'RE IN ST. LOUIS . . .

Before the party at Herb's, I finally had a chance to see 747 Merus Court. I don't know what I expected, but it's not a castle. The back area is full of can totes and more can totes. The meeting room recently had paper label and chapter cans put on display and it really adds to the decor. The front room looks a lot like any business office, except for beer signs and posters and a beautiful set of hand-drawn pictures symbolizing each convention. It's something to see. I recommend it.

*Big Beer Brotherhood Rustic News*

## MAKE BEER FOR CREDIT?

The University of California at Davis is allegedly the only university in the country offering a course in beer making. The course is only open to seniors who have a specific major.

*CANecticut Red Fox Sez*

## ATTENTION: ALL CHAPTER NEWSLETTER EDITORS

Effective with this issue, the Olde Frothingnews has a new editor: Walt Wimer #13267. Other chapters that we exchange newsletters with should make note of the change and change the address of the Olde Frothingnews to 130 Germain Road, Butler, Pa. 16001.

*Olde Frothingnews*

## DUMPING REMINDERS:

Remember the simple rules when dumping. NEVER, NEVER go alone. Always go with a buddy. You never know what could happen. A first-aid kit is a must, bug dope, digging tools, also remember a shovel, wire cutters, long pants, and plenty of ambition. Good luck.

*Patrick Henry Orator*

## NEED A GEYER FOR YOUR COLLECTION?

If you have an extra recent obsolete "Mark V — 33 1/3 less calories" can, the one with "100" imprinted on the bottom, get out your rubbing compound. There is most likely a Geyer can underneath.

*Gateway Can-A-Gram*

## LOOKING FOR QUARTS?

The three top areas where quarts were sold would be New England, California and the Chicago area. There are others, but these three are your best bet.

*Great Imperial Quart News*

## WORDS TO DRINK BY!

The next beer you drink is the first beer of the rest of your life.

*Goebel Guzzler*

## WHY DOESN'T YUENGLING MAKE A LIGHT BEER?

Dick Yuengling said, "We make beer from water, not water from beer."

*Cornhusker Chatter*

## LIKE BAR TOURS? YOU'LL LIKE THIS.

A new organization has been formed — The Bar Tourists of America (BTA). Membership is open to everyone who has \$1 to send to Jack McDougall, 12 Sylvester Street, Cranford, NJ 07016 for four issues of a very well-written newsletter packed with information on bars, bar tours, beer, etc.

*Knickerbocker Knick Knews*

## CHANGE IN CHAPTER NAME.

A motion was made, seconded, and approved by all chapter members in attendance to officially change the name from the Sunshine Chapter to Gator Traders. We are most widely known throughout the BCCA as the Gator Traders, so now it's official.

*Gator Tales*

## LOOKING FOR 'OD' CANS? HEAD FOR A 49ER CHAPTER TRADE SESSION!

We must have set some kind of record for WWII Olive Drab cans. I counted six different brands! Lucky Lager, Fox Deluxe, Sick's Select, Pabst, Ballantine and Schaefer's. As far as rare cans showing up, I think this was one of our best sessions. A very mint Nu Deal showed up . . . It was a treat to even see this kind of can.

*49er Diggin's*



## A NEW BREWERY!

There is a new brewery in New York state — the Newman Brewery of Albany. They expect to be producing Newman's Pale Ale this fall. The beer will be available in five gallon refillable containers and also on draft in various Albany bars, so that there is no doubt that some day in the near

future a carload of Knickerbocker and Garden State chapter members will be going on one of the Saturday tours of the brewery which are planned. If you are in the Albany area, the brewery is at 32 Learned Street, and the phone is (518) 465-8501. The revival of small brewers producing real beer continues!

*Knickerbocker Knick Knews*

# Did you know?

By LeRoy Blake #17899

Survival at Dayton is getting tougher each year. New friends, old friends, and plenty of good times. Why weren't you there? The weather was great. And you could've seen John McGuire wearing four shirts. Count em' . . . FOUR! He had some theory about when everyone else passed out from heat exhaustion . . . he would take a shirt off and be cooler? I'm still pondering that one, John. Not to question your logic or anything.

No, I will not be at Chicago. As much as I love to be amid the turmoil. I simply cannot balance the old check-book, the curses of being in debt (to your ears).

Enough of my personal problems, . . . other than you people need to send me more stuff.

**ALTES LAGER BEER** (BCU 37/4) Steve Gunderson #20538. A variation in a conetop, great. Can #1 has a silver circle, a red crown and small circle in the logo, with blue/green lines making the designs of background, and the ingredients, location etc. is written vertically on the side. Can #2 has a white circle, a blue crown and small circle, blue dots around the logo, designs of background are different with black lines, and ingredients, etc. is written horizontally. Can #1 has the IRTP and contents around the outside of the logo.

**BALLANTINE BEER** (Bible 144, BCU 46/2) Art Macheski #17711. He is back with another one! #1 is a dull gold can with brown letters on a white background. #2 can is bright gold with almost black letters on a tan background. Otherwise identical, with codes C-15 on #1, and C-14 on #2 on side opposite the seam.

**FISCHERS OLD GERMAN STYLE ALE** (Bible 873, BCU 68/21) Steve Reed #21795 has a couple for us. Can #1 has beige vertical stripes, the words "Premium Quality" are written along the seam. It's by Continental Can Co. Can #2 has light green stripes, with no "Premium Quality." It is by Crown & Cork.

**JACOB RUPPERT KNICKER-**

**BOCKER BEER** (BCU 113/36) Art Macheski #17711. Art finds this one in both instructional and non-instructional. An odd note — the instructions are different than BCU 113/35, which uses gold panels and an opener. 113/36 uses a circle with a 3-step instruction. It also says "patents pending" instead of " . . . others pending."

**JET NEAR BEER** (Bible 1495, BCU 86/10) Rob Mitchelson #22246. His can is same as shown, but says "Approx. 4 calories per ounce" around the bottom.

**PABST OLD TANKARD ALE** (Bible 2150, BCU 103/23) Joe Formanek #21886. Can #1 is as shown in the books — has "35.5 centiliter" in bottom right corner of logo. Can #2 does not have this statement. Also from Joe . . .

**PABST BOCK** (Bible 2166 & 2167, BCU 104/2 & 104/3) Joe says both of these can be found by either "Premier-Pabst" and "Pabst Brewing Co."

**RUPPERT KNICKERBOCKER BEER** (Bible 1557, BCU 113/40) Ron "Dr. Dump" Greenblatt #1875 sends a DYK, complete with photo! Can #1 is same as BCU & Bible, the horizontal lines are spaced about 1/4 inch apart. Can #2 is same but lines are only 1/8 inch apart.

**WEST VIRGINIA PILSNER** (Bible 2965, BCU 126/26) Jim Romine #19904. Although the labels are the same, Jim has some interesting info. Can #1 mint, airsealed, etc . . . that most of us have seen, or have on the shelf. Can #2 A dumper! with a tax stamp, marked "Fesenmeier brwg co." Although side panel says "Little Switzerland Brwg Co." Can #1 was made by Heekin, Can Co. #2 by Continental Co. Jim asks . . . Maybe none of the cans by Heekin were ever filled? Could be, Jim, but my Fesenmeier by Heekin is a soft top flat, dumper.

Among my wanderings and staring at cans, I found these . . .

**CHAMPAGNE VELVET** (Bible 489, BCU sim 56/18) #1 is metallic gold with metallic blue & red lettering. #2 is yellow with regular blue & red lettering. Both are by Jos. S. Pickett & Sons, Inc.

**VAN LAUTER** (Bible 2919, BCU

125/16) Very similar — #1 has dull gold trim with dull red lettering. #2 has metallic gold trim and bright red lettering. Brewing info slightly different too. #1 by Van Lauter Brewery, Phoenix & Baltimore. #2 by Carling National . . . Phoenix only.

**KAIER'S SPECIAL BEER** (sim Bible 1502, BCU 86/18) #1 can is alum with metallic red. Logo circle is larger. #2 can is one piece steel with regular reds. Logo circle is smaller.

Statements of, and concerning the Dayton Mini-Convention . . . all true or close to it. Roger Kirkpatrick's new car will hold all his traders. Jim Romine doesn't remember all of Friday. I drank more coffee than beer Saturday. Gary Vance is ashamed of bringing so many "Bud Light" cans. Kirkpatrick's "cowboy" hat will shade on half an acre. Larry and Lea invented a new trading system. I left confused, confounded, and the can I started with. Larry's home brew was great, . . . I think. Ed Hacala carries more stuff with him than the 82nd Airbourne. Someone made too much dust and was jeered loudly. tsk, tsk.

Being of sound mind, lover of beer and of little cash — I'm starting to brew my own beer. I would like for all of you fellow "Master Home Brewers" to send me your recipes, techniques, and inside tidbits. That will let me build a brew with the taste we all dream of. I have a few recipes so far. I have named them "Blake's Black," a heavy dark brew, "Coalminer's Lite" a pilsener to be drank only in the dark, "LeRoyale" an ale that eats green bottles.

So much for such trivia. I wish everyone good luck at Chicago. Enjoy, get them cans, good times, and friends. That's what it's all about. I'm serious about those "brew" recipes, send them. And maybe we can someday have a taste test.

**HOW DO YOU TIGHTEN LOOSE WOMEN?**

A.L. Blake  
P.O. Box 26  
Little Hocking, Ohio 45742



# TOONER SCHOONERS



Guest of honor, the Hamm's Bear, with hosts, Bob Schlegle #10300 and Paul Wilks Western States Convention Sierra Chapter #10756.

## WESTERN STATES CONVENTION

Last March, 125 collectors met at the Showboat Hotel & Casino for the 6th annual Western States Convention.

The WSC was founded in 1976 and first held in Hawthorne, NV. It was co-sponsored by the A-1, Sierra and Golden State Chapters. Since then, Sierra has continued to host the convention and has made it the finest congregation of collectors held in the West.

Tradition plays a great role in the success of the WSC. Each year chapters compete in the Velocipede Race — an elimination race comprised of entrants riding customized tricycles. Competitors must have great skill in the ability to chug beer at the halfway mark and to pedal faster than anyone else. This year's winning chapter was the 49er's, with Gary Pugh #17190 the rider. Second place was Aztec's Red Baron (Wally Gilbert #79).

Another tradition is the Saturday night banquet and the Hamm's Bear (Mike Gerth #18808). Following the dinner, Dan Andrews #2954, provides his annual beer tasting ceremony. This year he gathered up samples of beer from each state represented by attending collectors. Judge Jim Thomas #20356 sampled all 13 brands, including several conetops!!

The annual collector of the year, which this year was renamed the Carl Crumblatt Memorial Award, was presented to John Padgett from San Diego.

More appreciated traditions are the hospitality room's free-flowing kegs of beer for 3 nights, the coffee and donuts for the mornings after, the slot machines that pay off, and all the hard work the Sierra Chapter does to make this a Western tradition for all collectors.

*Marcia Butterbaugh #6560*

## KC'S BEST

"Abilene Kattle Stampede and Kolossal Kan Kaper," a long name for a trade session? No, not really. We didn't have a Kattle Stampede; we did however have Kansas' largest two-day trade session, hosted by the KC's Best Chapter, on July 18 & 19. More than 65 traders from 10 states traded under the trees at Brown's Memorial Park in Abilene.

The Saturday session was punctuated by rain-sunshine-rain-humidity, which were all overcome by the ever present cold refreshments. Trading was brisk from 9 am to 4:30 pm when trading was surrendered to swimming at the Prim's Pryde Motel pool. Trading changed to full cold beer from empty obsolesces.

Saturday night the KC's Best Chapter hosted a Hospitality Evening under the stars. The entertainment included a Kan Toss for men and women, and a BEER BELLY contest for the men. The men's division winner of the Kan Toss, for the 2nd consecutive year, was Chris Mills of Kansas City. Women's winner was Lynne Eaton of Kansas City. The Beer Belly champion was Steve Van Slyke of Abilene who overtook last year's two winners, Jack Turner & Bruce Gregg. As the



Traders and families swapped cans and tales at the second annual Kansas Kolossal Kan Kaper in Abilene, Ks.



traveling trophy (embroidered girdle) was presented to Steve, he was heard saying that he had been in training for the entire past year.

The rest of the evening was spent swapping more cold beers and tall tales.

Sunday closed with the raffle drawings and door prize. Don Stwalley of Colorado won a Can Tote full of cans, and Todd Bieleflu of Chapman, Kansas, was the winner of the Naragansett instruction can.

The KC's Best Chapter invites all BCCAers next year to the 3rd annual event. Our chapter goal is to be the friendliest chapter in the BCCA and to provide the best trading possible.

Larry Bolen #11411

## CENTRAL CITY

A crowd estimated by Mile Hi Chapter prexy Jim Carmody as "just under 200,000" attended the rip-roaring SIXTH ANNUAL CHILI MAKING AND EATING AND BEER

## CAN EMPTYING AND TRADING EXPOSITION.

Whatever the numbers, it was easily the best crowd ever to attend one of these mountain melees.

And speaking of best, KC's Best showed up in large numbers to add a little class to the scene.

This traditional event — one of the nation's great unnatural attractions — was held under a big blue sky in a big brown field about two steep miles from Central City, Colorado, in June.

The elevation was 9,000 feet. Which probably makes this the highest trading session held on terra firma.

And the trading was good. Walter Herget added a camouflage Bud can to his monster A-B collection.

As usual, this event drew BCCAers from far and wide. And after consuming all that yummy chili, they all left far wider than when they arrived.

According to the panel of judge, the best bowl of red was whumped up by a feller who claims to be Steve Dixon #21790. He also claims to share the credit for his winning whomp with his

wife, Pat, and his pal, Tom Trunell.

The hills were alive with the sounds of beer songs from the collection of John Ahrens (BCCA #7; BSCA #2).

Among the rare beers quaffed at this hillside hoo-hah was George Killian's Irish Red Ale. This is Coors' newest product. At the time of the Exposition, it was not yet on the market.

But you know how crafty those BCCA rascals are!

Lew Cady #98

### — NOTICE —

Send highlights of your chapter's mini-convention to Marcia Butterbaugh #6560 six weeks prior to issue date of the News Report. One photo and up to 350 words are allowed per story. Black and white photos are preferred. Please provide story in typewritten form.

# SUPPLY CORNER

All prices include postage and handling.

Mail your check (no cash) to:

## BEER CAN COLLECTORS OF AMERICA

Attn: Supplies Chairman  
747 Merus Ct.  
Fenton, Missouri 63026

Checks should be made out to BEER CAN COLLECTORS OF AMERICA.  
Allow four weeks for delivery.

ITEM	QUANTITY
BCCA Belt Buckle, \$3.50 ea.	_____
Guide to U.S. Beer Cans, \$6.00 ea.	_____
The Beer Can, \$4.00 ea.	_____
Guide to U.S. Beer Cans & The Beer Can, \$9.00 for both	_____
Convention X Can, \$3.00 ea. (Limit one per member)	_____
News Report 3-ring binders, 2 for \$7.00, 3 for \$10.00	_____
Window Decals, 3 for \$1.00	_____
Embroidered Emblems, \$1.00 ea.	_____
10th Anniversary T-shirt, \$5.00 (S, M, XL)	_____
10th Anniversary Patch, \$2.00	_____
Bumper Stickers, 3 for \$2.00, 75¢ ea.	_____
BCCA Can Totes, \$6.00 each, minimum order 3. (Circle: 12 oz. or 16 oz. size.	_____

## BACK ISSUES OF NEWS REPORT.

All back issues are available to members, 1971, 1972, 1973 issues are 50¢ each. 1974 to present are \$1 each.

## ORDER COMPLETE BACK ISSUES BY SETS IN BINDER

_____	Volume #1 — \$10.00 (1971, 1972, 1973, 1974)
_____	Volume #2 — \$10.00 (1975 and Jan, Mar, May 1976)
_____	Volume #3 — \$10.00 (Jul, Sep, Nov 1976 and 1977)
_____	Volume #4 — \$10.00 (1978 and Jan, Mar, May 1979)
_____	Volume #5 — \$10.00 (Jul, Sep, Nov 1979 and 1980)

NAME \_\_\_\_\_  
STREET \_\_\_\_\_  
CITY \_\_\_\_\_  
STATE \_\_\_\_\_ ZIP \_\_\_\_\_  
BCCA# \_\_\_\_\_ AMT. ENCLOSED \$ \_\_\_\_\_



# Brand changes

By Jim McCoy #136  
Photos by Lew Cady #98

It's been a slow summer for new cans or major design changes. I thought we might see some additions to the CASEY'S LAGER BEER series, but I guess they went on strike right along with the major league ballplayers. August

Schell is back at it again with a new batch of commemorative cans flooding the market, but on the whole, it, indeed, has been a quiet summer. Hopefully, things will turn around in the coming weeks and we'll have plenty of cans to look for during the Convention in Chicago. See you there!

If you happen to run across any of the following members in Chicago, give them a big thanks for making this column possible: John Nutting (10830), Gordy Durocher (13307), Charlie Craibe (7082), Oscar Mehl (2573), Jack Kerr (10964), Bobby Joyce (19476), Henry Scholz (10592), Bob Gervais (5793), Marcella Schinski (3715), Mike Udick (21765), Warren Hardaker (696), George Arnold (2217), Joe Formanek (21886), Floyd Koehler (18820), Kevin Furlong (16134), Al Kilburn (16207), Dave McGuire.

1. **ANOKA COUNTY HUMANE SOCIETY BEER** (Walter) promotes Be Kind to Animals Week May 3rd - 9th, 1981. (WLW 56)

2. **A-1 LIGHT PILSNER BEER** (G. Heileman) has designed a special series of cans referred to as The Legend Edition. Can #1 depicts Jacob Walz and his "Lost Dutchman Gold Mine." Presumably, there will be other cans issued in the series. (HMN 121)

3. **AQUATENNIAL BEER** (August Schell) is brewed for the Minneapolis Aquatennial Association to promote the 42nd annual Summer Festival held July 17 - 26, 1981. (SL 102)

4. **BALLANTINE XXX ALE** (P. Ballantine) is being marketed under this brewery name rather than the Falstaff name that has been used in recent years. (BAL 24)

5. **BASEBRAU BEER** (Stevens Point) has redesigned their can for the 1981 season. Colors are red, white and blue. (SPT 18)

6. **BEER** (Falstaff) is in a can similar to the one shown in the July-August issue with this can having a narrower black band around the top of the aluminum can. (FA 87)

7. **BEER** (Falstaff) is now available in an extruded steel can. It is identical to the can shown in the July-August issue. (FA 88)

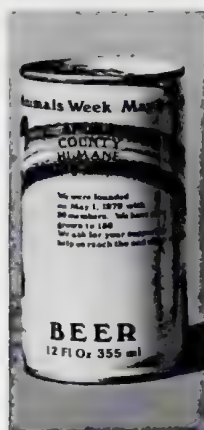
8. **BEER** (Great Lakes) is now on the market under this brewery name. Can is yellow with black lettering. (GL 3)

9. **BIG E WESTERN PREMIUM BEER** (General), mentioned in the September-October, 1980, issue, is rumored to have been produced for one day in cans, but for some unexplained reason the production was stopped. Whether or not production will commence again is not known at this time.

10. **BLATZ LIGHT BEER** (G. Heileman) is out with a slight variation on their can — the brewery location information around the bottom of the can is different and the lettering is larger. (HMN 122)

11. **BLITZ-WEINHARD PREMIUM BEER** (Blitz-Weinhard) has made slight alterations on their can. The brand design at the top is larger; information on either side of the brand design has been moved to the upper portion of the can; the brewery location information appears on one line rather than two lines and the UPC code has been added to the can. (BW 35)

12. **BLITZ-WEINHARD PREMIUM BEER** (Blitz-Weinhard) has a revised design for their 16 ounce can and information given me indicates this new design will be used on their 12 ounce can. (BW 36)



1 (WLW 56)



2 (HMN 121)



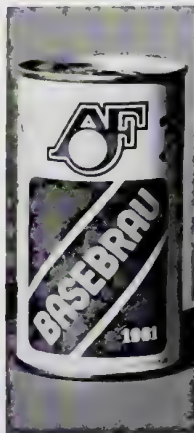
2 (back)



3 (SL 102)



4 (BAL 24)



5 (SPT 18)



6 (FA 87)



7 (FA 88)



8 (GL 3)



12. **BUDWEISER LIGHT BEER** (Anheuser-Busch), mentioned last issue, shown this issue. (AB 83)

13. **BUFFALO PREMIUM LAGER BEER** (General) is being exported to Japan with a message in Japanese written on the side of the can. (GEN 89)

14. **DUBUQUE STAR BEER** (Jos. S. Pickett & Sons) is now out in an aluminum can. Same design as the steel can, but UPC has been added. (PKT 22)

15. **EAGLE GROVE, IOWA CENTENNIAL BEER** (August Schell) commemorates the 100th anniversary of Eagle Grove, Iowa. (SL 103)

16. **ECONO BUYER BEER** (General) is a private label brand made for the Alpha Beta stores on the west coast. (GEN 90)

17. **EDELWEISS LIGHT BEER** (Jos. S. Pickett & Sons) is back on the market in an aluminum can. The contents information has been repositioned and now appears on the bottom of the label. (PKT 20)

18. **GRAIN BELT LIGHT BEER** (G. Heileman), mentioned last issue, shown this issue. (HMN 123)

19. **HEIDELBERG BEER** (Rainier) has redesigned their 16 ounce can. I assume the 12 ounce can will also reflect the new design. (RNR 28)

20. **JOHNNY DOLLAR'S SALOON AND DANCE HALL ONYO BEER** (Pittsburgh), mentioned last issue, shown this issue. (PIT 170)

**JR PREMIUM BEER** (Pearl) has altered the information on the side of their can just under the brewery name. The 2nd can shows the following statement: © 1980 LORIMAR PRODUCTIONS, INC. ALL RIGHTS RESERVED LIC BY ZIV INTERNATIONAL, INC.

21. **KEENAN'S REVOLUTION BEER** (Walter) is a private brand made for Bob Keenan's Biere Can Haus in Minneapolis, Minnesota. (WLW 57)

22. **LIGHT BEER** (Falstaff) is similar to the can shown in the last issue, but this one has a heavier starburst design. (FA 89)

23. **LIGHT BEER** (Great Lakes) is on the market by this brewery. Can is yellow with black lettering. (GL 4)

24. **LIGHT BEER** (Pearl), with this particular design, is now being brewed by Pearl. (PRL 96)

**MASTER'S CHOICE BAVARIAN STYLE PREMIUM BEER** (Florida) is now out in an aluminum can under this brewery name.

25. **NORTH DAKOTA'S PREMIUM CENTENNIAL BEER** (August Schell) commemorates the 100th anniversary of Mandan and Morton County. (SL 104)

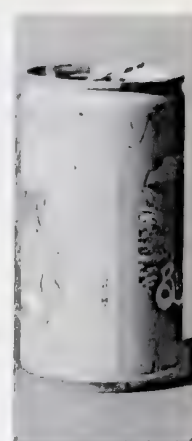
26. **OLD GRIMES BEER** (August Schell) commemorates the centennial of Grimes, Iowa. (SL 105)



12 (AB 83)



13 (GEN 89)



13 (side)



14 (PKT 22)



15 (SL 103)



16 (GEN 90)



17 (PKT 20)



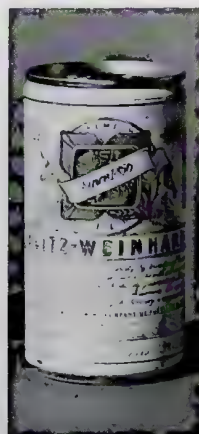
18 (HMN 123)



19 (RNR 28)



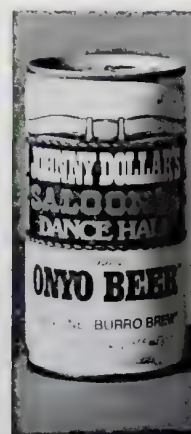
9 (HMN 122)



10 (BW 35)



11 (BW 36)



20 (PIT 170)



21 (WLW 57)



22 (FA 89)



**OLD MILWAUKEE LIGHT** (Jos. Schlitz) has added an additional gold stripe to the top of their can to designate a 3.2% alcohol content.

**27. ORTLIEB'S FINE LAGER BEER** (Ortlieb's) has several changes since the takeover by Schmidt. Can is steel rather than aluminum; the brewery is identified as Ortlieb's rather than Henry F. Ortlieb; the outer oval around the brand name is a regular gold paint rather than the metallic gold; and the zip code has been dropped. (ORT 39)

**PEARL LIGHT LAGER BEER** (Pearl) has increased the carbohydrate content of the brew.

**28.** The carbohydrates are now 2.6 grams, up from 1.5 grams on their 12 ounce can. (PRL 94)

**29.** The carbohydrates are now 3.5 grams on their 16 ounce can — up from 1.9 grams. (PRL 95)

**30. PICKETT'S OF IOWA PREMIUM BEER** (Jos. S. Pickett & Sons), mentioned last issue, shown this issue. Can has a number of changes including the addition of the word **BREWERY** within the shield; the word **IOWA** replaces the word **DUBUQUE**; the ingredients information has been reworded; and the contents information is different. (PKT 23)

**PILSENER CLUB PREMIUM BEER** (Pearl) now shows two brewery locations — San Antonio and Galveston, Texas.

**31. RED WHITE & BLUE LIGHT BEER** (Pabst) is now on the market. The 12 ounce can has 119 calories. (PBT 54)

**32. SCHAEFER LIGHT LAGER BEER** (F&M Schaefer) is now on the market in an attractively designed can. Now that Stroh's has taken over Schaefer, it is reasonable to assume that future Schaefer cans might be converted to the taller, slimmer shape used by Stroh's. (SCH 24)

**33. SCHMIDT BEER** (G. Heileman) has altered the wording of the Schmidt Brewing Pledge on their can. Also, the information around the bottom of the label has been altered. (HMN 124)

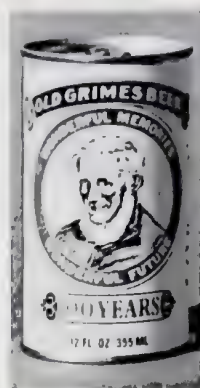
**SGA GOLD LABEL PREMIUM BEER** (Pearl) is reported to be on the market by this brewery.

**34. SPIRIT OF DUBUQUE ROBERTS RIVER RIDES BEER** (Jos. S. Pickett & Sons), mentioned last issue, shown this issue. (PKT 21)

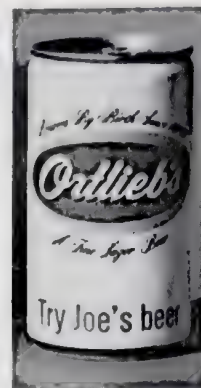
**35. STEINBRAU PALE DRY LAGER BEER** (Falstaff) has altered the contents information on their can. (FA 90)

**TEXAS SELECT BEER** (Pearl) is appearing in cans that look like the JR can with some variations and is being sold in Canada only.

**36. WEIDEMANN LIGHT BOHEMIAN SPECIAL FINE BEER** (G. Heileman), mentioned last issue, shown this issue. (HMN 125)



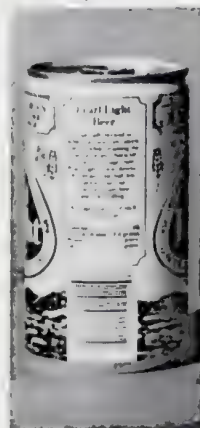
26 (SL 105)



27 (ORT 39)



28 (PRL 94)



28 (side)



29 (PRL 95)



29 (side)



30 (PKT 23)



31 (PBT 54)



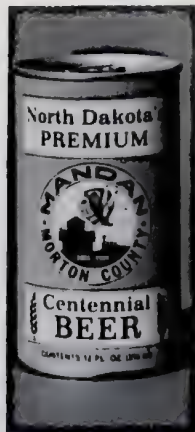
32 (SCH 24)



23 (GL 4)



24 (PRL 96)



25 (SL 104)



33 (HMN 124)



33 (back)



34 (PKT 21)





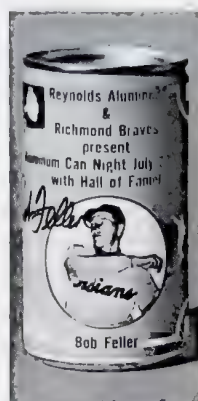
35 (FA 90)



36 (HMN 125)



37 (SL 106)



38



39 (BW 37)



40 (BW 38)

37. **WILLISTON BASIN ENERGY FESTIVAL BEER** (August Schell) commemorates the 30th anniversary of the discovery of oil in the Williston Basin in North Dakota. (SL 106)

**MISCELLANEOUS:**

38. Reynolds Aluminum and the Richmond Braves presented bank cans to attendees of the Aluminum Can Night game with Hall of Famer Bob Feller held July 23, 1980.

**LATE ADDITIONS:**

39. **BLITZ-WEINHARD** (Blitz-Weinhard) has redesign-

ed their 12 ounce can employing the same design used in their new 12 ounce can mentioned earlier in this column. (BW 37)

40. **HENRY WEINHARD'S PRIVATE RESERVE BEER** (Blitz-Weinhard) has been canned and is being test-marketed in two southern Oregon cities. Since this is one of the new expensive premium beers recently introduced, it will be interesting to see if the other premium beers, particularly **ERLANGER** and **HERMAN JOSEPH'S**, will follow suit. (BW 38)

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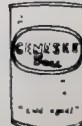
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# Down in the dumps

By Pete Johnson #15082

This month marks a big change in the life of yours truly, for this month I begin my college career. I am going to the University of Connecticut starting September 1. I will be home often enough for you to keep flooding me with mail at the same address, but if I don't get back to you on something for a while, you'll know why.

And away we go again:

**Mike Wilson #22674:** Mike had a good time dumping up in Maine, just like I did when I visited a couple years ago. Maine has a lot of untouched spots that must have some great cans. Try looking along old logging trails for good dumps, and also any hill sloping away from a road. Mike also used a metal detector to find a few extra cans buried from sight.

**Wally Mullins #22095** says that he uses firecrackers to remove dents. This will probably work, but don't forget that firecrackers can be very dangerous, and are illegal in some places. If you want to go this route, don't use them on aluminum cans, or cans with lots of rust or holes. If you do, you are really asking for trouble.

**Bill Tomlinson #21441** sends word that his local chapter occasionally has chapter dumping trips. They usually get anywhere from 10-20 people or so, go to a selected area, and check every

side road in the area. Do any other chapters do this? Sounds like a good idea. Bill also sends these tips: Remember that other collectible type things are found in beer can dumps, like bottles, tobacco and food tins, etc. These can be traded at flea markets and such if you don't collect the stuff yourself. Also, learn the types of places to avoid — that is, if you see anything that looks suspicious, like stolen property, etc. It is probably not wise to hang around for too long!

**Carl Creger #22808:** The best way to go through a dump is to take frequent breaks. After all, dumping can be very tiresome, and you miss good cans if you are tired and anxious to go home. Most of the time you can return to a good spot if you have to.

**Bob Patrick #12112** sends word of another piece of dumping equipment. He uses a large magnet which can be very useful for getting at stuff between walls, on ceilings, in pipes, etc. — they do hide in the darndest places. Also, if you are looking in or around old buildings, don't forget to bring a flashlight.

**Steve Tracy #21248** has found a good way to get currents. He visited a brewery once and found some large barrels full of their brands. Apparently, these weren't properly filled or something, and they were to be thrown out. They were glad to give him some

**Steven Reed #21795:** Some places to look, even in the south: orange groves, old furniture, drainage pipes and culverts, bushes, old cars (seats, glove compartments, trunks), inside glass fruit jars, boats, farm equipment, and hollow logs. Steve has found cans in all these various places. However, he cautions to be careful about the hollow logs, because all sorts of creepy crawly characters make their homes there.

**Keith Nash #22275** found an old dump right behind his house, on some private property. He says he lived there a year and never even saw it until he wandered on back there one day. You never know where the next big find is coming from. Also, one of his best cans was almost thrown out, but he decided to try and wash it up and it cleaned up great. Don't give up on anything too quickly.

**Joe Formanek #21886:** If you wrap your dumpers in a sheet of newspaper to protect them, you can use trash bags, and the cans will stay well protected. This may be easier than carrying around a bunch of boxes, depending on how many cans you are lugging around.

**Dan Richmond #19990** works for a phone company and gets to see some places that are rather inaccessible to the rest of us. Anyway, he says to look in machine shops, attics, under homes and loading docks, and on workbenches where the nails and stuff are stored. Just remember to get permission, don't trespass, and pay attention to the safety regulations.

**Brad Olson #21772:** Remember to ask all your relatives and talk up your hobby. Everyone must know where there is a pile of unsightly trash somewhere that will yield treasures. Also, look out for barbed-wire fences when you're dumping, especially fences near the ground. They can be hard to see and can also be very painful.

Thanks very much to the chapters that have put me on their mailing lists. I am always happy to read these things — they are always good reading, and rest assured that I always read them. I must be worth an 18¢ stamp a month, aren't I?

That's about it this time around. The response has been great so far, but don't stop now. The great dumping season is upon us again.

Pete Johnson #15082  
419 West St.  
Hebron, CT 06248

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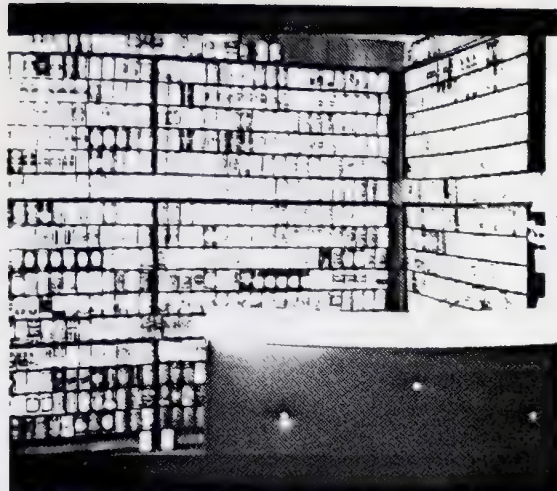
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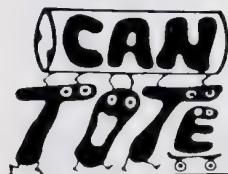
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B23	OBSOLETE BEER CANS-VOL 2 76 51P. SB B W	4.95 ..
B24	WORLD WIDE BEER CAN GUIDE-VOL 1	4.95
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B26	BEER ADVERTISING OPENERS 120P. SB B W	8.95 ...
B27	THE BEER POSTER BOOK COLORFUL POSTERS SUITABLE FOR FRAMING 23P. SB. COLOR	8.95 ...
B30	INTRNL BOOK BEER MATS, LABELS, COASTERS 93P. HB MIXED	7.95 ...
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# Coy a New Breed in Beer

New Orleans has given birth to a new beer, Coy International Private Reserve. And the plans of its creator, young Neal W. Kaye Jr. of New Orleans, are so bold that the U.S. beer industry is watching with interest.

That is because Kaye — whose name is pronounced "coy" just like his beer — not only plans to take his brand(s) nationwide, he plans to defy the established wisdom of the big brewers along the way.

That wisdom, according to the 33-year-old Kaye, revolves around the trends toward fewer brands, bigger and bigger brewing companies and blander and blander beer.

New Orleans is a prime example. Most of its beer now comes from elsewhere. Twelve breweries have closed, and only Dixie Brewing Co. is left.

And often the old labels, like the most recently defunct Jax (1975) and Regal (1962), had more taste than many of today's beers, with their trend toward lightness and lower calories.

So, it was no accident that Coy went on sale first, on Feb. 16 in New Orleans, with no help from advertising in the first two months — but with help from low introductory pricing.

The goal is to build Coy into a national beer — and even to attempt international distribution — without ever owning a brewery.

From here, the strategy runs this way:

- Rely on the excess capacities of the nation's smaller brewers, which Kaye says are there for the buying.

- Separate the marketing from these little brewers and vest it with one, nationwide distributor.

- And make a bold bid for the "taste" market, which Kaye believes Big Beer has abandoned, with a bold idea in brewing.

How bold? It's not even beer, not in the precise sense anyway, Kaye says. Coy International is a combination of beer and ale. Half beer and half ale.

"Research says the consumer doesn't want anything with a taste. We think this is incorrect," Kaye says.

Kaye believes he has found a huge opening left by the trend-following brewers who chase ever-blander palates with light, watery beers.

"Ale today has a different fermentation process, one that involves a top-fermenting yeast," Kaye says. "It is paler and more tart than beer — and has a more pronounced flavor."

That's Coy. And Neal Kaye says he's

staking about \$1.5 million on the brand, including the introductory marketing promotions and advertising, through the end of 1981.

The first Coy is in 12-ounce aluminum cans, brewed by the Pearl Brewing Co. in San Antonio. Kaye decided against the smaller Dixie brewery in hometown New Orleans because, among other things, it uses steel cans.

Coy beer is owned by Coy International Corp., a company formed by Neal Jr. and his father, Neal W. Kaye Sr. "Coy International Special Stock Light Beer will come out in the next quarter," Kaye Jr. Says. "Then, Limited Cask Malt Liquor will come out a short time later."

As for breweries, Kaye Jr. wants to cover most of the United States in short order. "Our intention at this time is to have our second brewery on line this year, the General Brewing Corp. in Vancouver, Wash., which produces Falstaff, generic and Lucky Lager labels," Kaye says.

"If we get a reasonable number of wholesalers, I would say we could start Coy in Vancouver by the latter part of June." The next target brewery will be the Narragansett Brewing Co. in Cranston, R.I., Kaye says.

These breweries are controlled by San Francisco-based Paul Kalmanovitz. The next step, Kaye says, would be to venture outside the Kalmanovitz network to find a brewery in Florida.

Metropolitan New Orleans has four major beer distributorships: The Miller and Anheuser-Busch (Budweiser) operations are big, and owned by their corporations. Dixie, the local beer, is distributed by the brewery. And fourth, as the only major independent in town, the Kayes have under their umbrella most of the other brands.

The Kayes distribute Schlitz, Pabst, Pearl, Falstaff and G. Heileman (Black Label, Sterling, Tuborg) along with bootleg Coors and numerous imports. In the last few years, the younger Kaye, now president, has taken over most executive duties. Now, the father is watching with high hopes and a bit of skepticism from the sidelines as the son tries to launch Coy.

The decision to give Coy Beer a noticeable taste comes from his experience with his company's many brands in the beer wars, Kaye Jr. says.

"It certainly was not based on any research problem. It was based on our need for a product that addressed the current conditions in the market. I



knew that if we needed a product like this, then other wholesalers must be in the same position," Kaye Jr. says.

The first 20,000-case order — expected to last three to four months — sold out so fast, Kaye Jr. says, that he had to reorder in less than a month.

"We went about one month in New Orleans before we offered to any other wholesaler, then we offered it to our friends in Louisiana. They quickly accepted, and by and large have come back and taken second orders," Kaye Jr. says.

"For the next state, I'm probably going to jump straight to Georgia. A wholesaler has already ordered Coy in Atlanta," Kaye says.

Georgia will come in May, he adds, and Arkansas, Mississippi and Alabama will follow in order by late June.

Sales goals he won't divulge, Kaye says. "If the (major) brewers knew what we really anticipate, they would do anything to stop Coy's growth," Kaye says.

Smaller brewers are essential to his program, he adds, with their excess capacity. The very reason they don't use it, Kaye believes, is that they can't afford Miller-scale, or even Coors-scale, marketing programs, which spend dozens of millions of dollars on advertising. Brewing is their forte.

"By my just buying a share of their output, it makes both of us more efficient. I don't want to own a brewery, and they don't want the marketing expense," Kaye says.

That requires a product with premium, international marketing appeal. That, he says, is Coy. And that's how his marketing program will proceed.

"There's a large group looking for a taste between the blandness of Michelob and the strong taste of Heiken. This beer (Coy) was brewed to appeal to an international market looking for that taste," Kaye says.

*From the New Orleans Times-Picayune.*





## Bull's Eye

By Marcia Butterbaugh #6560

The subject of this issue's column is the planning and scheduling of chapter trade sessions.

One of the toughest decisions is how often to hold trade sessions. And where. Too many sessions can cut down on attendance; too few can cause loss of interest. Location is important as well. One location used regularly can help establish good attendance, but in some situations, changing locations can stimulate more interest.

Past experience has provided some guidelines for frequency of trade sessions and location selection for best results. Such decisions should take into consideration the density of collectors in the area, the chapter age and distance of chapter members.

In areas where there are many collectors, and several nearby chapters, monthly trade sessions can be conflicting and cause poor attendance. These chapters may want to organize their meeting times to alternate week-ends or months. Most chapters have had better luck having their trade sessions in the same location each time so nearby chapter members can easily remember and plan for upcoming sessions.

On the other hand, less populated areas, with fewer chapters nearby, may have success in planning monthly sessions and concentrating on expanding the group from growth in the local area. Trade sessions can be more effective if the location is rotated around the city to allow all members the opportunity of having at least a few each year that are close to their home. This takes careful preplanning to make certain each meeting date and location is well publicized. It might even help to plan some meetings on different days, i.e. sometimes on Saturday, sometimes on Sunday. This can promote additional attendance that might otherwise never come.

Some suggestions for places to hold trade sessions are: city parks, local beer distributor hospitality rooms, school gymnasiums, union halls, or the back yards of members homes, bank community rooms.

The next issue will deal with ideas for social activities and themes for trade sessions.

## Meeting of the board

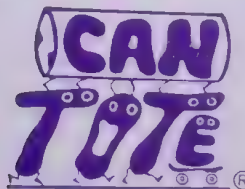
### June Highlights

- The last number issued was 23,251. There are 7,756 active members.
- Chapter Report: We presently have 102 active chapters.
- Historian: Lou Kovarik made a plea that material, such as newspaper clippings, be sent in for our history books.

### July Highlights

- The last number issued was 23,302. There are 7,812 active members.
- Chapter Report: Moved and passed to reinstate the Jackson Koehler Chapter as the Presque Isle Chapter, Erie, Pa. Also accepted as a new chapter was the Kangaroo Chapter, Brisbane, Australia. There are 104 active chapters.

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# Book review

By Dennis W. Gordon #520

Beer Can Collecting  
by Lew Cady no. 98  
available for \$3.00 from  
Beer Can Book  
Box 2  
Central City, CO 80427



*"Back in 1974 a scientist from Johns Hopkins University Medical School conducted an experiment with 26 men who were so psychotic that they required straight jackets.*

*He gave them beer. Every day.*

*After two months only 9 still needed the jackets.*

*An interesting experiment, but there's abundant proof that giving beer to beer can collectors only makes them worse."*

This 260-page book is a real bargain — for only \$3.00 one gets a complete inside story on the subject of beer cans and beer can collecting. The first edition of "Beer Can Collecting" sold a respectable 70,000 copies which probably qualifies it as the best selling book on the hobby.

Now with revisions contributed by such BCCA biggies as John Ahrens, Bill Christensen, and Bob Myers, among others, this new edition has jazzy full color front and back covers and is now some 50 pages larger. Additions include many more can photos a number of which are larger

*(Editor's note: Dennis would like to expand the Book Review column to include reviews of the BCCA chapter publications and newsletters. Editors who are interested in having their newsletters reviewed, please send them to Dennis W. Gordon #520.)*

than can-size, and some completely new chapters. Chapter 22 entitled "If you collect beer cans, you're not playing with a full six-pack" is about the sometimes normal people who collect these things.

Chapter 17, "The search for America's rarest case of beer cans" (i.e. rarest 24 cans) was compiled from the deep, serious, and sober (?) discussions of a case of big-time collectors. Significant, maybe is that what exactly is meant by rare is discussed. Thus, is a can rare only if 1 or 2 are known in any condition? Or is it rare if few are known in grade 1 to mint but is common as a dumper? Or does rare mean that the can is just highly sought after like the well known Soul can?

This question and others are answered here and of all the 343 cans named by this panel of collectors, 24 cans were selected as being most frequently mentioned. All of these 24 cans are shown in large photographs and discussed individually. Quite well done too, I might add. Considering the sizeable number of cans known in very small quantity one gets an appreciation for the standard reference works like Beer Cans Unlimited.

While virtually the entire book is concerned with American beer cans there is some brief coverage of foreign cans and in particular many collectors feel that they are far more attractive. Why this is so is interesting reading.

Also interesting to read are the stories about cans like Olde Frothing-slosh, Du Bois Budweiser, and Manhattan Bock. Then there are collectors like Denver Wright ("who created a monster") and Premium Bill Mugrage who rescued some collectors in a stuck elevator at the 1978 Convention in Milwaukee — but in the words of collector Keith Whitmore, "I'm sure glad he didn't decide to bottom open it."

With all the cone tops, flat-tops, crown-tainers, and pull-tops, and its assortment of collectors, this book is the next best thing to being at a National Convention.

The Canadian Brewerianist  
11 issues for \$10.00 per year  
Available from:  
The Canadian Brewerianist  
c/o Loren Newman  
2978 Lakeview Trail  
Bright's Grove, Ontario NON 1C0  
Canada

The Canadian Brewerianist is the name of a monthly publication put out by an organization by the same name. Each issue consists of a number of articles usually related to beer items or breweries in Canada, several regular column features, and an ad section.

Articles are generally quite interesting and often humorous, one recent one being by Larry Sherk BCCA #13822 describing the history of beer cans in Canada. Illustrations accompanying the article would make some of our own Canadian can specialists turn the color of a Labatt's 50 Ale can with envy.

The columns include one entitled Treasures in which members boast and gloat about their Great Finds; another is called The Canning Line which, as expected, is all about old and new developments relating to cans. Or Draught lists meetings and shows. The ad section itself is a real big goodie since each member is allowed one free 200 word ad in each issue, and some mighty neat things appear in those lines. New brands are announced in a most novel way, namely by the inclusion of new labels supplied by cooperative brewers.

For collectors with an interest in Canadian cans and other breweriana the C.B. is a great item to receive in the mail each month.

Alephenalia  
Available from:  
Nancy L. Courtman  
Public Relations Director  
Merchant du Vin  
214 University Street  
Seattle, Wash. 98101

*"We're importing beers which reflect the local traditions of the countries of origin, which provides the consumers some real choices."*

Tough to argue with the price here, folks; it's free except for a 50¢ charge to cover postage and handling. Merchant du Vin, as their French name indicates, is a wine dealer. However, in



addition to wine they are also a beer importer with an active interest in products from small brewers both domestic and foreign, and Alephenalia is a "monthly brewing and drinking report." In particular, they express pride in the fact that they are "the only importer in the United States which imports beer with all natural ingredients" and their publication takes great care to discuss these and other characteristics of the brands they distribute.

Each issue, for example, contains several beer reviews in their "Authentic Beer Reports" section detailing specific brands of such brews as stouts, ales, wheat beers, porters, and bocks. These reviews offer information on the brewery including its annual production (and some are surprisingly small), its history, and its ownership.

Beer reviews such as these along with articles on interesting places to drink these beers contribute useful knowledge in keeping such delightful products available for us all to enjoy. For free, yet, Alephenalia serves the beer drinking community rather well.

### Forrest E. Haltom

We regret to report the death of fellow member Forrest E. Haltom #20774, an active member of the Grand Prize Chapter. The club extends sympathy to his wife Evelyn and family.

### A PRICE GUIDE TO BEER ADVERTISING OPENERS AND CORKSCREWS by Donald Bull

If you're interested in one of the hottest collectables around today, you must have this book. Over 400 different types of beer advertising openers and corkscrews are pictured. Includes current values, historical background, and patent data.

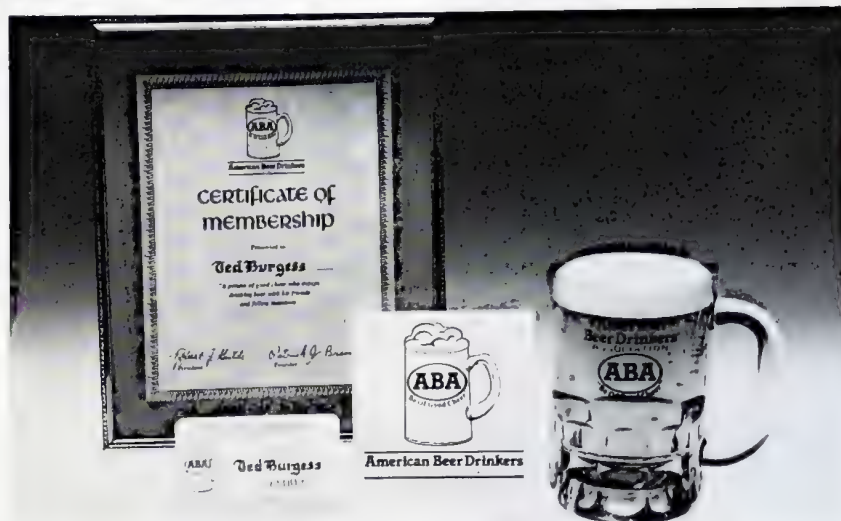
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# Brewery Briefs



Officials of the Fred Koch Brewery beam over the firm's merger announcement with Vaux Breweries Ltd. of Sunderland, England. Shown, left to right, are James Koch, secretary-treasurer; John Koch, chairman and president; and Frederick C. Koch, assistant secretary treasurer.

## Fred Koch Merges With British Firm

The Fred Koch Brewery of Dunkirk, NY, announced that they have agreed in principal to merge with Vaux Breweries Limited of Sunderland, England.

According to John Koch, President of Fred Koch Brewery, the agreement came about as a result of a joint venture opportunity offered by Vaux Breweries. "The Dunkirk brewery affords the exact environment, custom brewing capability and market know-how that is required for the launch of the new venture," Koch said.

In stating the viewpoint of Vaux management, Paul Nicholson, Chairman of Vaux, said "Vaux is delighted to be a partner with the Koch family. They have a long and proud history of fine brewing and even more importantly, an outstanding reputation in the community. We view this merger as a great new opportunity for Vaux Breweries and are confident that under the continuing leadership of John Koch, the new venture will be successful."

Vaux Breweries has been in the brewing business since 1806. They market some of the most popular brands in Europe. In addition to five breweries, which are owned and operated, Vaux also operates Swallow Hotels Limited, and Blaney and Company, Ltd., wine and spirits merchants.

The Fred Koch Brewery was founded in 1888. Current major brands are Black Horse beer and ale, Koch's Golden Anniversary, Koch's Holiday beer, Iroquois beer and Simon Pure Beer.

## Heileman, Schlitz Agree to Merger

Officials of G. Heileman Brewing Co., Inc., and Jos. Schlitz Brewing Co. have announced that the two brewers had agreed in principle for the merger of Schlitz with Heileman for a merger price of over \$494 million in cash and common stock of Heileman.

The merger is subject to the approval of the boards of directors and shareholders of Heileman and Schlitz and other customary closing conditions. It is hoped that the merger can be completed on October 15 or as soon thereafter as possible.

Heileman operates 10 breweries with a combined capacity of 15.5 million barrels and Schlitz operates six breweries with a combined capacity of 25.6 million barrels. Schlitz also operates five aluminum can manufacturing plants with a combined capacity of approximately five billion cans and lids.

Shortly after the merger announcement, Schlitz said it will close its 101-year-old Milwaukee plant, effective September 30. The shutdown will affect approximately 720 brew workers, who had been on strike since June 1.

## Narragansett Closes

The Narragansett Brewery — the last regional brewery left in New England — is being closed by the parent Falstaff Brewery due to the rising costs in oil required to run the Cranston, R.I. plant.

At press time, it was not known if the shutdown was to be permanent or temporary. A total of 350 workers stand to lose their jobs.

A Narragansett official said that high oil prices and the local gas company's refusal to install a gas line forced the 90-year-old brewery to close. Falstaff plans to brew Narragansett at its Fort Wayne, Ind., brewery.

Narragansett brewed 67 percent of all the beer sold in Rhode Island in 1958. But by 1979, their share had dwindled to 14 percent.


## Pickets at Pickett's

The first strike at the 83-year-old Pickett Brewing Co. in Dubuque was over in 2½ days, when its 17 workers accepted a proposal increasing benefits.

Pickets went up and production shut down in early July. The dispute was settled when health, welfare and pension benefits were increased. Pickett's produces 60,000 barrels a year.



# Letters



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## Thanks from Jersey Shore

Dear BCCA:

I thought the membership might be interested in the paper label that I designed for this year's "East Coast Beer Can Swap" held in Asbury Park by the Jersey Shore Chapter.

We didn't put out a can this year due to the fact that Lud Bilow of Bilow's Liquors was having a few problems, one of which was transportation. As an example, the St. Patrick's Day can didn't come east. But all is not lost, because it looks good for '82.

I would like to thank the persons responsible for the nomination of our chapter can as "Special Occasion Can of the Year" being placed on this year's ballot. This can truly represents what collecting is all about and what a chapter can do when everyone works together.

Bob Hunt #8571

## All That on a Pencil?

Dear BCCA:

As an avid Pearl memorabilia freak, I have come across an interesting pencil advertising Pearl Beer. The pencil notes the fifth anniversary of the return of the beer. This obviously dates the pencil to around 1938.

The most interesting thing about the pencil, however, is a math puzzle entitled "Figure it out for yourself." Try it; it works every time: Take your age, multiply by 2, add 5, multiply by 50, subtract 365, add the loose change in your pocket under \$1, and add 115. The first two

figures in the answer are your age and the last two the change in your pocket!

I have also established a relationship must have existed between Pearl Beer and Adams Foods of San Antonio. Anyone who has some knowledge of what this relationship was, please let me know.

Jim Rydberg #10614

## Do You Know Your Gluek's?

Dear BCCA:

I am requesting the help of the membership to help clear up a question I have about a can. It is a Gluek low profile cone, similar to BCU 25/11 of the type listed in the Did You Know column in the Jan.-Feb. 1981 *News Report*. All lettering is dark blue and all background is metallic gold.

Does any of the membership know about what date it was made, its approximate rarity, or any other information? It would be greatly appreciated!

Joe Formanek #21886

## Scientific Can Cleaning

Dear BCCA:

I believe I have found a foolproof way of de-rusting cans. In my chemistry textbook is outlined a way to turn ferric oxide (rust) back into iron. To do so, you heat the can in a very low flame in the presence of a steady but light stream of hydrogen. This will turn the rust back into gleaming iron. The only draw-back is after you have de-rusted, you must repaint if you don't want silver spots all over the

can. Also, if you heat the can too strongly, it could burn the paint off. This process will work without the heat by leaving the can in a steady stream of hydrogen for a few days.

If you cannot obtain hydrogen, you can manufacture it by the electrolysis of water. It is too complicated to go into here, but you can look up a chemistry text and find out how to do it. I haven't done it yet, because I haven't the means to build an electrolysis apparatus yet, but rest assured I will.

James Simms #19732

## Fire-Damaged Cans

Dear BCCA:

A fire destroyed my home and at least two-thirds of my beer can collection in April. Our house has since been redone, and I have done the best I could cleaning up the burned and smoke-damaged cans. Does anyone have any suggestions for such a problem?

Mark Lee #14802

## KING KONG CAN OPENERS



Now is the time to order your very own King Kong Can Opener. Made from polished aluminum with a clear acrylic finish that will not tarnish. Each opener measures 2 feet long and is a perfectly scaled replica. This unique church key will make a fine addition to anybody's can room or display.

Price — \$17.50, plus \$1.00 postage.

Mail order to:

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Brimfield, Ill. 61517

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# Potpourri east

Related and unrelated tidbits from the East and other places.

By Will Hartlep #3109

## A SNAKE-BIT MOOSE:

As reported in "Quid" two issues ago, our resident moose, Marcia Butterbaugh #6560, was in residence at the Las Vegas Hilton when it burned. Scary no doubt, but scarier still is that our heroine was also at the Kansas City Regency Tea Dance shortly before the disaster there in July. Seems that she left the party early to go home and pack for a trade session. I don't mean to make light of two very tragic events, but couldn't we arrange for Marcia to stay somewhere else besides the Conrad Hilton in September?

## AND WHO'LL BE IN THE HONEYMOON SUITE?

None other than our Texan representative to the BCCA Board of Directors, Bob Dean and his lovely bride-to-be Barb Farley, who will take their matrimonial vows at the Convention (on Thursday I think).

## O'SUCH MAGAZINE ARTICLE DEPARTMENT:

From Dick Clark #4530, this article out of the April 6, 1981 issue of *INDUSTRY WEEK*:

"Beer" this in mind when you drink . . .

"At your next cocktail party, pass up martinis or manhattans and sip beer, advises *The Executive Fitness Newsletter*. Beer has fewer calories per ounce than either wine or hard liquor; only 12.5 cal/oz., compared with 24.3 for wine and 69.3 for hard liquor. While whiskey, rum, vodka and gin have no food value, beer contains sizable amounts of proteins, carbohydrates, and vitamins. What's more, adds the newsletter, an Austrian doctor suggests that a trace mineral in beer, silicon, reduces the chances of heart attack. His study shows that deaths from heart attacks are the lowest in areas of England and Finland where silicon concentrations are the highest."

And from the master of the reference himself, Bruce O'Such #20297, these:

"Beer: The Brewing of a New Mystique," an article by Bob Abel in August 1981 issue of *METROPOLITAN HOME*. Contains some good tips on what to look for (other than a buzz) when tasting beer, and on the proper methods for running a taste-test contest.

"A Tasteless Collector's Item," a short item in the July 13, 1981 *NEWSWEEK*, dealing with the recent idiocy of Billy beer cans selling for hundreds of dollars each. Pat Tilden #22920, submitted a similar clipping from *THE STAR*, and Bob Fitzpatrick #18884, sent us a few classified ads from his Blue Point, N.Y. newspaper which solicit offers of \$7500.00 a six pack. Rumor has it that this all started with a misinformed mention on the Merv Griffin Show, and snowballed to its present proportions. Oh, Merv, if you only knew how many of us out here would love to make you a deal on a case or two.

*THE FRIENDS OF WINE*, a bimonthly magazine, was discovered by Bruce to have devoted an entire section of the July-August 1981 issue to beer. There is a plethora of articles on our beloved suds, most very good. *THE FRIENDS OF WINE* does at least one article on beer every issue. Interested? Here's the address:

Les Amis Du Vin  
2302 Perkins Place  
Silver Spring, Maryland 20910

*BREWERS DIGEST*, June 1981 issue ran a good feature article on the Courage Brewery in Berkshire, England. The June issue also contains a story on Grolsch imports into the U.S.

And lastly, under borrowed material, is this cartoon from *MAD*, sent to us by Ralph Whitcher #9298:

## THE MOST CANS OF BEER DRUNK WITHOUT GOING TO THE JOHN

is 17, by Rufus Mulvaney while watching a crucial ballgame in a tavern in St. Paul, Minnesota, on October 2nd, 1972. After finishing off the 17th can, Mulvaney raced to the John, and came within 3 paces of making it.



What Ralph and I would like to know is if Rufus Mulvaney is an active North Star Chapter member.

## WHAT'S THE N.E.F.?

Since very few BCCA'ers know, including many who in the NEF, I submit this brief description:

The NEF is a loose-knit group of 12-18 eastern chapters of the BCCA whose prime function is coordinating trade session dates (the Ohio chapters do the same thing, I'm told, as do the St. Louis area chapters). Every now and then, the NEF (Northeastern Federation) does something political like backing a Board Candidate or supporting a Convention bid, but for the most part it plays a passive role and by means is a reaction or a threat to the BCCA or anybody else. Their current officers, who will happily field any additional questions, are Larry Handy #947, and Harold Andrews #9882, both of the Horlacher Chapter.

## "MUST" SESSIONS FOR SEPTEMBER AND OCTOBER:

September 10-13, *BCCA Convention XI*, in Chicago, obviously the most important can date of the year.

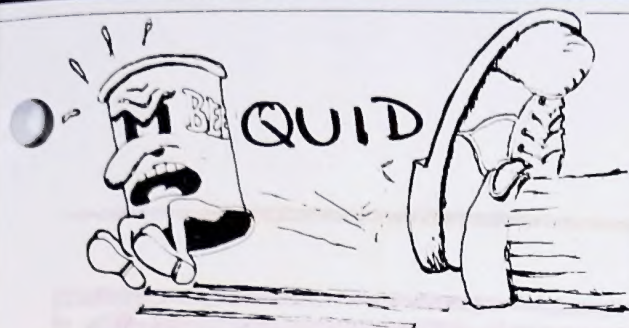
October 9-10, *Trifest* in Boston, Mass., held in the midst of all those heavenly New England cans.

October 23-24, *Octoberfest*, the annual eat-drink-and-bemerry special of the Coal Cracker Chapter. Worth the trip just for Dave Thomas's Polish cooking.

November early, *The Guzzle 'n Twirl* annual trade session 'n dance of the North Star Chapter. Would be a good opportunity to meet the hosts of *Convention XII* in Minneapolis.

If you've got something you'd like to see here, send it to Will Hartlep, 306 Olympia Street, Pittsburgh, PA 15211.





By Jeff Berg #799

**THIS INCLUDES  
CONTENT WHICH  
MAY BE OFFENSIVE TO  
SOME MEMBERS  
OF THE PUBLIC.**

## SHERLOCK HOLMES DEPT.

Through the courtesy of Jim Mitchell, #1546 and his recycled letterhead, and because someone with the initials KC wrote to the Chicago Sun Times Action Time column, here is the story, in brief on the Holiday cans with the riddles — according to Huber Brewing a shipment of the bottoms (can type) with jokes on them were sent in error and were run in production before the error was found. We do not intend to continue with these cans although many people have inquired about this, expressing their enjoyment with the little pranks. And that's, that.

## NEWS LETTER, CHAPTER STYLE CONTEST

Made mention of having a chapter news report contest 2 issues of old. Well, the entries are as follows — Dredgings (Chesapeake Bay), Foaming at the Mouth (Silverfoam) TRC News (Three Rivers Chapter) KC's Best Newsletter (KC's Best), Springbok News (Springbok, S.A.) Garden State Newsletter (Garden State) The King Keg-liner (Gambrinus), Knick Knews, (Knickerbocker Chapter), Blue Hen News (Blue Hen) 6-Pack Report (Packer), Goebel Guzzler (Goebel Gang) & Horlacher Highlights (Horlacher). The award (a serious one of sorts) will be presented to the chapter that I feel has done the best job both content and make-up wise. Don't hate me if you loose, but I think too much time and work go into chapter news reports for them not to be awarded something. Sorry, I closed the entries as of August 1st. If I make it to Chicago, I'll have an award at that time, otherwise it will be mailed to you & your group. Thanks to all for sending in their literary works!

## 7000 GOTCHA'S

Few months ago I asked what movie Clint Eastwood was shown smoking cigarettes, and the brand of cigarettes. No answers, no attempts!! Well, it was Coogan's Bluff and the brand was Parliament. How about this

one — name the actor's (without lookin' it up in your movie trivia book) who were the members of the Wild Bunch (1969 film).

## BLACK FLAG DEPT.

Solutions to Ron Greenblatt's bug problem in the issue of past include the following suggestions from Ollie Oliver and Jim Mitchell . . . One said to move to Pike's Peak, but be careful when you go dumping, the other said to move to the Antarctic. We'll let Jim & Ollie fight over the cans and pay the moving expenses.

P.S. to the folks that sent serious suggestions, we were just kidding.

## OUR MOST INFAMOUS EX-MEMBER DEPT.

The ad below was sent to me by Dan Richmond, #19990, and is from the L.A. Times. Who says can collecting isn't profitable?

BILLY BEER 3-6pk with signature.	
\$500/chr. ea. P/p	714/788-4343
BILLY BEER CANS @ \$5 each	
P/p	213/337-6585
BILLY BEER Full 6 pack. Best offer.	
P/p	714/846-7414
BILLY Beer-11 cans, orig. signature.	
\$750ea/obo pp	213/437-1588

## THEY ONLY COME OUT AT NIGHT

A good portion of the mail I receive has the date and the time written at the top of page one by who-so-ever has blessed me with their thoughts and or evil comments. Almost everything I get written real late at night. I must remind people of some monster or bat or something . . . case in point . . . things sent to me by Ron Martin, #17281. Rather unusual stories or sorts, but how soever, I can't print them here. Sorry, Ron, I can get in enough trouble printing G- rated stuff.

## THE BLEEP HIT THE FAN

Since the joke about NEF and the chocolate chip cookies appeared, I have received no fewer than 3 pkgs. of rabbit trailings in the mail. Did anyone take offense to that?

## MR. LONG DISTANCE

About once a month I get a call from Fred Judd. Fred is a 16 oz' canner, who must love the phones. Anyway, Fred was irritated because they left his occupation out of the roster, too. Fred claims to be an indigent, and next year he is going to be a retired indigent, and the year after, according to Mike Andorf #5501, he is going to be (Judd, that Is) a dross monger. See what happens when you collect 16 oz. cans?

## PRODUCT PLUG OF THE MONTH

Stouffer's Lean Cuisine's & Kellogg's Nutri Grain cereals, but not mixed.

## BOOK PLUG OF THE MONTH

Lew Cady's revised edition of Beer Can Collecting. Great last time, greater this time.

## RECORD PLUG OF THE MONTH

None . . .

## PLUG PLUG OF THE MONTH

3 pronged.

Next issue . . . Annual Convention Lowlights & Lowlives. Maybe a few Odd Jobs, even though Dick Rausche already ran some in a chapter report. Scooped again . . .



Have room for a giant phone? Well, they exist. Fool that I am, I have misplaced the person's name & address that sent me this. So, if he would write me again and let me know who he is, I would appreciate it. If you are really into phones, these are for you. Write to me, and I will forward your letter on to Pat from Texas after he writes to me, too . . .

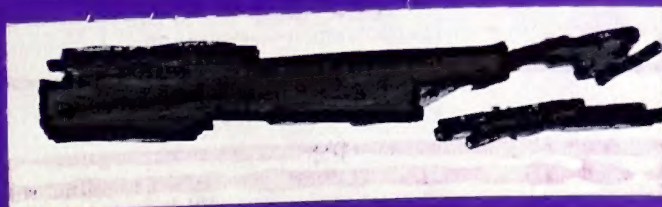


# Beer Can Collectors of America

747 Merus Ct.  
Fenton, MO 63026

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Second-class postage paid  
at Fenton, Missouri, and  
additional mailing offices.



## Club Special — For Officers Only



Club Special joins ranks with some of the other obscure brands produced by Maier Brewing Co.

By Dan Andrews #2954

I learned sometime ago never to say a particular brand doesn't exist in a can by The Maier Brewing Co. After all, Maier brands include at least 10 "Goldens," 4 Spanish names, 20 German names and brands named after animals, colors, a baseball team and a European country. The distribution of some brands appears to have been so sparse that only one or two cans remain today.

Nevertheless, I found myself trying to explain the unexplainable recently after trading for a "Club Special" can. Why did Maier produce this obscure brand? The label is a plain white background with blue and red block letters. In the center of the label is a meaningless blue crest which looks an awful lot like nothing. The label is drab and offers no clue as to why, when or where it was marketed.

I consulted the learned Wally Gilbert #79 about this mystery and was told the can was only sold at the Officers Clubs at the U.S. Marine Corps Base, Camp Pendleton, Ca. This sounded reasonable. There are several clubs on the sprawling base and they could have had a house brand.

Next I learned Glenn Hintz #1722 had a dumper Club Special which was found in Central California, several hundred miles from the base. Did it fly from a passing car or was the Camp Pendleton story untrue?

About a year later, Wally and I were dumping in a wooded area next to Camp Pendleton when my rake unearthed a Club Special-Tequila bottle! That's right, a tequila bottle with the same logo as the beer can, plus a tax

stamp which read, "U.S.M.C. Officers Mess."

The final evidence came from Larry Cummings #10787. Larry has a friend who remembers demolishing one of the Camp Pendleton Officers Clubs a few years back. In the process, several old cases of beer were thrown in the trash. The friend couldn't remember the exact brand but said, "It was a white can, Club something."

These facts seem to substantiate that Club Special was a private label for Camp Pendleton Marine Officers. Is there a former Marine Officer in the B.C.C.A. who has experienced the joy of a cold Club Special at Camp Pendleton? Personally, I was an enlisted man. We drank Budweiser.